

LOUISIANA OFFICE OF LIEUTENANT GOVERNOR  
MITCHELL J. LANDRIEU

DEPARTMENT OF CULTURE  
RECREATION AND TOURISM

REPORT OF ACCOMPLISHMENTS  
JULY 2006-JUNE 2007



Cultural Economy Transform  
Arts in Education  
World Cultural Economic Forum  
Main Street Initiative  
Entrepreneurial Come Fall in Love with Louisiana  
Literacy Audubon Golf Trail  
Louisiana Outdoor Outreach Program  
Authentic History  
Retire Louisiana  
Citizen Service  
Cultural Economy  
Arts in Education  
Main Street Initiative  
Culture Entrepreneurial  
Recreation  
Innovative  
Come Fall in Louisiana  
Literacy  
Outreach  
World  
Recreation  
Accountable  
Authentic History  
Fall in Louisiana



To commemorate the anniversary of Hurricane Rita, General Honore and Landrieu lead a cattle drive to Cameron Parish.

## TABLE OF CONTENTS

From the Secretary of Culture,  
Recreation and Tourism .....4

### RESULTS REPORTS

Rebuild the tourism industry .....8  
Grow the cultural economy ..... 12  
Improve the lives  
of Louisiana citizens ..... 16  
Be accountable to  
Louisiana taxpayers ..... 20

### AGENCY REPORTS

Office of State Parks ..... 22  
Office of Tourism ..... 24  
Office of State Museum ..... 26  
Office of State Library..... 28  
Office of Cultural Development . 30  
Serve Commission ..... 32  
Retirement Development  
Commission..... 34  
Audubon Golf Trail ..... 35

Appendix 1: Assets ..... 36

Appendix 2: Financial Report... 39

## FROM THE LT. GOVERNOR

# Dear fellow citizens,

At my inauguration in January of 2004, I vowed to make the Office of the Lt. Governor a model for a new way of doing business in Louisiana. I committed to transform this office into an entrepreneurial organization—finding new and innovative ways of getting the job done.

Our team was determined to be a good steward of public funds, delivering a strong return on investment for taxpayer dollars. We vowed to cut red tape, making government work for Louisiana citizens. Strong ethics and accountability would be the trademarks of my administration.

I laid out five principles of governing:

- Our diversity is a strength, not a weakness.
- Expand and diversify Louisiana's economy.
- Work regionally to compete globally.
- Add value to raw material, native talent and intellectual capital .
- Set our goals to international standards, not the Southern average.



This approach to governing has helped us be very effective during the most difficult time in Louisiana history. I am proud of what our team accomplished for the state.

Consider the story of the Hurricane Recovery Grants for Historic Properties:

- We teamed up with our congressional delegation and our national partners at the National Trust for Historic Preservation to lobby Congress.
- We secured \$12.7 million in federal funding for this initiative.
- We put in place a process to review grant applications that was transparent, fair and customer friendly.
- In just 45 days, our administrators in the State Office of Historic Preservation moved out a huge volume of 2,000 applications. Their efforts provide a model for lean and efficient government work.
- We awarded 283 grants worth up to \$45,000



On an economic development mission to New York City, Landrieu opens Natural Gas Trading.



*Landrieu, Monsignor Kern, Phyllis Taylor and Archbishop Hughes celebrate the Vatican Mosaic Exhibit at the Ursuline Convent.*

COURTESY OF FRANK KETHE

to homeowners of historic properties damaged by hurricanes Katrina and Rita.

- In record time, we moved those dollars from Washington to the ground. These grants are now helping our citizens rebuild their homes and lives.

We have had many great successes:

- Through the Louisiana Outdoor Outreach Program, we have brought underserved kids to our state parks for camping and canoeing. We partnered with outreach programs to give our young people recreational opportunities. This was particularly important in post-Katrina New Orleans, when no other recreational opportunities were available.
- We increased our investments in the Main Street Initiative. Through this program, 24 Main Street communities in rural Louisiana are bringing life back to historic downtowns. Today, Main Street communities average 100 net new jobs per quarter.
- We declared 2007 as the Year of Citizen Service. As a result, we have connected more than 10,000 interested parties from around the state and the country with worthwhile volunteer opportunities. We have hosted "Changing Louisiana" seminars across the

state, giving people the resources they need to make a difference in their communities.

After hurricanes Katrina and Rita, tourism in the state came to a grinding halt. We immediately brought people together to rebuild the state's second largest industry. We secured funds. We leveraged our assets. We worked from a strategic plan. We pushed through important legislation. Thanks to the hard work of tourism leaders on the ground, our research now shows that visitation numbers, visitor spending and intent to visit are all on the upswing.

It is my hope that through this annual report you gain a deeper appreciation for what the Office of the Lt. Governor and the Department of Culture, Recreation and Tourism have accomplished for the state.

Sincerely,

**Mitch Landrieu**

Lt. Governor  
Commissioner, Department of Culture,  
Recreation and Tourism

Learn more at  
[www.crt.state.la.us](http://www.crt.state.la.us)



*New Iberia's Main Street before and after. Through the Main Street Initiative, we are bringing life back to historic downtowns.*





We have had great success transforming a traditional government department into a high-performing, accountable and entrepreneurial organization. This new organizational model has enabled us to secure and reinvest more than \$50 million into rebuilding our tourism and cultural economy.

A MESSAGE FROM THE SECRETARY  
DEPARTMENT OF CULTURE, RECREATION AND TOURISM

## Dear fellow Louisianans,

Fiscal Year 2006-2007 was a year of tremendous achievement and transformation

for the Department of Culture, Recreation & Tourism. We celebrated major milestones in our cultural and tourism industry recovery plan, including growth in all of our significant Recovery Scorecard indicators that places us at 74% of our pre-storm indicator levels. We secured \$50 million in private and federal investments and disbursed those funds in record time. And we laid the foundation to meet or exceed the goals of our industry recovery plan by making changes to our organizational and operational model and culture and by securing a strong financial operating and capital construction base for future years.

As evidence of the Department's commitment to improving government performance, the recent study, *Impact of the Louisiana Department of Culture, Recreation & Tourism on Louisiana's Economy and Quality of Life for Louisiana's Citizens*, showed that for every state tax dollar spent by the Department, \$5.86 is returned to the State Treasury and the people of Louisiana.

In addition, this past year we benefited from an extraordinary partnership made up of our national, state and local industry and government partners and citizen stakeholders. This partnership yielded incredible returns in terms of unprecedented new recovery funding, landmark legislation, and historic tax and education policy that will benefit our cultural and tourism industries for years to come.

In Fiscal Year 2006-2007, the Department continued to benchmark tremendous progress toward the Louisiana Rebirth



Plan, the tourism and cultural industry recovery plan adopted on Sept. 20, 2005. I am pleased to report that the tourism and cultural industries have helped to lead the economic recovery of our state. The plan outlined four results critical to the recovery of our industries:

### 1. Rebuild Louisiana to worldwide preeminence as a top tourist destination.

To advance our efforts to rebuild the state's second largest industry—a \$9.9 billion industry that employed 178,000 workers prior to the storms of 2005—we developed an integrated marketing approach, based on careful research, that included targeted messaging through paid advertising, public relations initiatives and the Internet. We designed and launched the state's largest advertising campaign in history. The campaign, utilizing national celebrities, has received national awards and national and international recognition. We have implemented research programs to monitor effectiveness; initiated an extraordinary partnership with Travelocity; designed and launched a new travel Web site and booking engine ([www.LouisianaTravel.com](http://www.LouisianaTravel.com)); developed and promoted Louisiana Market, the state's first e-commerce Web site dedicated to Louisiana products, talent and food; and initiated wireless installation in all Louisiana Welcome Centers and State Parks.

In addition, we launched the World Cultural Economic Forum in August 2007, a strategic initiative designed to leverage Louisiana's unique and authentic cultural economy to bring visitors back to Louisiana, to engage world leaders in investing

in our recovery, and to elevate the dialogue regarding the potential of the cultural economy that is currently taking place in Louisiana to a world audience.

With the passage of landmark legislation during the 2007 Legislative Session we are positioned to expedite our industry recovery plan through significant new investments in national advertising. Act 30, authored by Rep. John Alario, eliminates the cap on the amount of proceeds available for tourism promotion, allowing us to collect an additional \$6.5 million for new investments in Fiscal Year 2007-2008. This provides for a historic, record level of funding for tourism that will expedite the industry recovery plan and position us to fully recover over the next three years. By 2010, we project that Louisiana will host 24 million visitors with visitor spending reaching \$8.6 billion.

## 2. Make Louisiana's cultural economy the engine of economic and social rebirth.

We have continued to make great strides in rebuilding Louisiana's cultural economy—a \$202 million economy that employed 144,000 workers prior to the storms of 2005. Our work focuses on restoring and creating jobs through the cultural industries and continues to be guided by the comprehensive research study, *Louisiana: Where Culture Means Business*. In addition, our office has played a critical role in the recovery process of the impacted areas of the state by providing \$1 million in grants through the Louisiana Cultural Economy Foundation and \$12 million in historic preservation grants to help homeowners rebuild. (The federal government recently approved an additional \$10 million for this purpose.)

In Fiscal Year 2006-2007, we commissioned several new studies that gave us a greater understanding of the impact of the 2005 hurricanes on our cultural industry. These studies provided us with best-practice tax policy research designed to cultivate cultural industries and spur arts-related development. This research was used to

design our legislative package for the 2007 Legislative Session, where we successfully passed legislation that will allow local governments to designate cultural product districts where one-of-a-kind works of art can be sold without sales tax. Act 298, authored by Rep. Taylor Townsend, also encourages the rehabilitation of historic properties with tax incentives. In addition, we secured \$1.8 million in new funding from the Legislature for arts grants, Main Street and Urban Main Street programs and Hurricane Disaster Relief Grants.

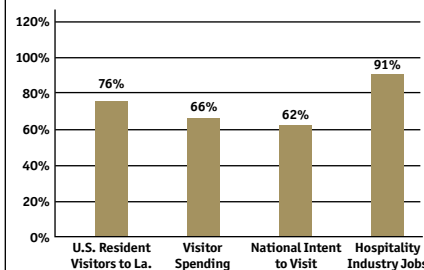
## 3. Build better lives and livelihoods than before for all of Louisiana's people.

Through a successful and unprecedented collaboration of key Department agencies, stakeholders and citizens, tremendous progress has been made toward achieving this result. With the help of our congressional delegation, the National Trust for Historic Preservation and the Department of Interior, we awarded 283 hurricane recovery grants to owners of Louisiana historic properties to help repair damaged properties. We provided recreational and learning opportunities to hundreds of children impacted by the hurricanes through our Louisiana Outdoor Outreach Program (LOOP) and our Library Summer Reading programs.

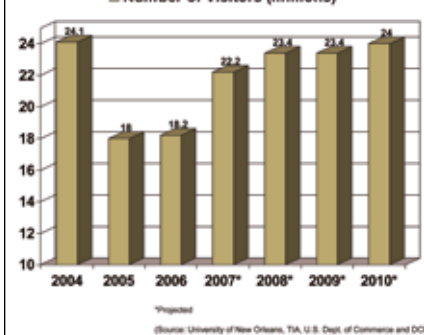
During the 2007 Regular Session, we passed unprecedented legislation, authored by Sen. Sharon Weston Broome, that will restore music and arts education in all Louisiana public schools (Act 175). Thirty-five states require visual and performing arts education as an essential component in preparing students to become economically and socially productive citizens, and research shows that Arts in Education programs raise overall academic performance, reduce dropout rates and raise standardized test scores. We will be working closely with BESE and the Department of Education to bring Arts in Education to Louisiana public schools.

Also during the Regular Session, we

Statewide 2006 Annual Tourism Indicators Compared With Annual 2004



Number of Visitors (millions)



## LOUISIANA REBIRTH ACCOUNTABILITY PANEL

### **Richard C. Tracy**

*Former Portland City Auditor*

### **Anne Kinney**

*Government Finance Officers  
Association, Director of Research  
and Consulting*

### **John Kamensky**

*Senior Fellow, IBM Center for  
Government*

### **Sean Reilly**

*Chair, Louisiana Recovery Authority*

### **Bill Strickland**

*Pittsburgh Social Entrepreneur*

### **Cindy Eisenhower**

*Chief of Staff to Iowa Gov. Tom  
Vilsack*

### **Sylvester Murray**

*Professor of Public Administration,  
Cleveland State University*

### **Barry Erwin**

*Council for a Better Louisiana*

### **Jim Brandt**

*Public Affairs Research Council*

secured \$1.5 million in new funding for state aid to public libraries that doubles the funding currently available. We also secured critical recovery funding for New Orleans City Park and increased funding to expand the award-winning Louisiana Book Festival, Retirement Development, Volunteer Louisiana online and the new Voluntourism initiatives designed to provide educational, social and entertaining programming for our residents and visitors.

## 4. Make Louisiana's recovery the standard for high per- formance, accountability and ethical behavior.

Inspired by the Lt. Governor's vision, we have had great success transforming a traditional government department into a high-performing, accountable and entrepreneurial organization. This new organizational model and culture has enabled us to secure and reinvest more than \$50 million into rebuilding our tourism and cultural economy. All of these dollars, with the exception of a very small percentage for administration, went either directly to individuals or organizations in the impacted areas, in a very quick time frame, to help Louisiana's economic recovery.

In anticipation that a commitment of considerable state, federal and private resources would need to be dedicated to the recovery of the state's tourism industry, we created the Louisiana Rebirth Accountability Panel, a third-party performance and financial audit function to design and implement a system to safeguard the proper use of funds.

The biggest sum was a \$30 million federal Community Development Block Grant targeted at New Orleans and the other 12 parishes most impacted by the hurricanes. We used Budgeting for Outcomes (BFO), a process developed by David Osborne and the Public Strategies Group that provides for goal-setting based on determination of the desired results, setting indicators of suc-

cess and prioritizing spending based on the desired results. This new budgeting process, adopted in 2004 as a component of the Office of Lieutenant Governor/Department of Culture, Recreation and Tourism's Transformation Program, proved to be an invaluable method of evaluating programs and return on investment in order to run our recovery programs most effectively and make difficult yet valuable funding decisions.

The Department's new Cultural Economy Foundation raised \$1 million, largely from national foundations, for grants to artists, musicians, craftsmen and organizations in the cultural economy who suffered losses due to the hurricanes. We distributed six rounds of grants, averaging about \$2,000, giving preference to recipients within the cultural economy who needed the money to get home or get back to work. These funds were distributed immediately, on a competitive basis, to individuals and organizations that had lost supplies or equipment or needed additional dollars for rent or overhead.

We also secured \$22 million in Historic Preservation grants and distributed the \$12 million first round of grants to property owners in record time. The department received almost 2,000 applications for funding to restore historic properties—primarily homes in New Orleans—that had been damaged by the hurricanes. Within 45 days we evaluated all 2,000 applications and announced 283 grants of \$5,000 to \$45,000.

## Transforming government

That we have a department and staff capable of executing our recovery efforts with such efficiency and agility is a testament to the success of the transformation initiative we launched in 2004. We have continued to leverage our new budgeting process that invests in high-performing programs and activities; continued to strengthen departmental leadership and management by clarifying roles and responsibilities and ensuring accountability; built a stronger performance management system that defined performance goals for every agency, division and work unit; and created a high-

## Our Return on Investment and Economic Impact

	AGENCY				
	Tourism/ Advertising	Parks	Museum	Culture/Arts	Libraries
'05-06 Expenses	\$9,933,432	\$21,775,569	\$5,260,353	\$5,359,113	\$8,732,821
'05-06 Economic Impact	\$137,612,364	\$70,391,205	\$36,761,349	\$37,513,791	\$9,046,010
<b>ROI</b>	<b>13.85</b>	<b>3.23</b>	<b>6.99</b>	<b>7.00</b>	<b>1.04</b>
'06-07 Budgeted	\$15,571,091	\$29,336,677	\$9,172,982	\$7,025,614	\$10,568,632
'06-07 Projected Economic Impact	\$215,713,425	\$94,833,069	\$64,104,290	\$49,179,298	\$10,947,660

Total '05/06 Economic Impact: **\$291,324,719**

Total '06/07 Projected Economic Impact: **\$434,777,742**

*ROI in dollars of economic impact per dollar invested. 2005-06 economic impact estimates based on studies conducted by UNO, LSU and DCRT.*

performance culture that fosters partnership and innovation.

In addition, we launched a multiyear economic impact study to ensure that our investments are commensurate with a strong ROI and implemented a process improvement program that generated significant efficiencies and cost savings in excess of \$1 million annually. We implemented a National Advisory Council, National Accountability Panel and accountability Web site to ensure transparency and accountability in government.

In many ways, this transformation has created a catalyst that has the potential to revolutionize government's traditional role into a smarter, higher-performing organization that better utilizes research, technology and innovation to meet the citizen's needs.

Ultimately, the credit for transforming the way we work must go to the high-performance team that makes up the Department of Culture, Recreation and Tourism. Each player on our team has a job to do—from the call center coordinator, to the Welcome Center counselor, to the receptionist, to the administrative professional, to the budget/HR analyst and accountant, to

the skilled maintenance worker, to the historic grants manager, to the museum/park security officer, to the library courier, to the Main Street manager. Each member of our team does their job well, works as a part of a high-performance team and contributes to all of our successes.

It is an honor to serve as the Secretary of the Department of Culture, Recreation and Tourism at this time in Louisiana's history. I greatly appreciate the leadership of Lt. Governor Mitch Landrieu and our partnership with our state, local and national industry and government. Above all, I appreciate the many talented employees and stakeholders that volunteer their time and expertise to help us continue to pursue the incredible opportunities that make Louisiana a great place to live, work and play.

Sincerely,



**Angèle Davis**

Secretary of Culture,  
Recreation and Tourism

This transformation has created a catalyst that has the potential to revolutionize government's traditional role.



# Rebuild the Tourism Industry

Louisiana's second largest employer



CARDY VALENTINE BLAKLEY



# State of the TOURISM industry

Studies commissioned by the Office of the Lt. Governor predict Louisiana's tourism industry will fully recover in the next three years. By the year 2010, we expect Louisiana will host 24 million visitors annually and tourism revenues should reach \$8.6 billion. The projected numbers are just shy of our 2004 pre-hurricane totals. Analysts reviewed a variety of indicators—ranging from hotel occupancy trends to surveys of frequent travelers.

New Orleans, which represented approximately half of the state's tourism industry prior to Hurricane Katrina, is currently at about 68 percent of its pre-Katrina levels. The rest of the state seems relatively stable, findings indicate.

Drive market surveys indicate visitors' intent to visit Louisiana in the future was 56 percent in January 2007, up from 46 percent only one year before. Other signs of tourism recovery include:

- Attendance at Spring Festivals across Louisiana was up this year. From the Ponchatoula Strawberry Festival to the Ruston Peach Festival and the Ascension Parish Bicentennial, our festivals are drawing strong crowds as they showcase our regional culture and cuisine.
- Airport activity at New Orleans International increased nearly 46 percent between February 2006 and February 2007.
- South Louisiana saw a strong Mardi Gras and New Orleans Jazz and Heritage Festival this year. In New Orleans, hotel occupancy was at 90 percent or greater during Mardi Gras and Jazz Fest. The number of permits and licenses issued to vendors during Mardi Gras was up 310 percent.
- The number of rounds played

on Audubon Golf Trail properties statewide increased 8 percent between the first quarters of 2006 and 2007.

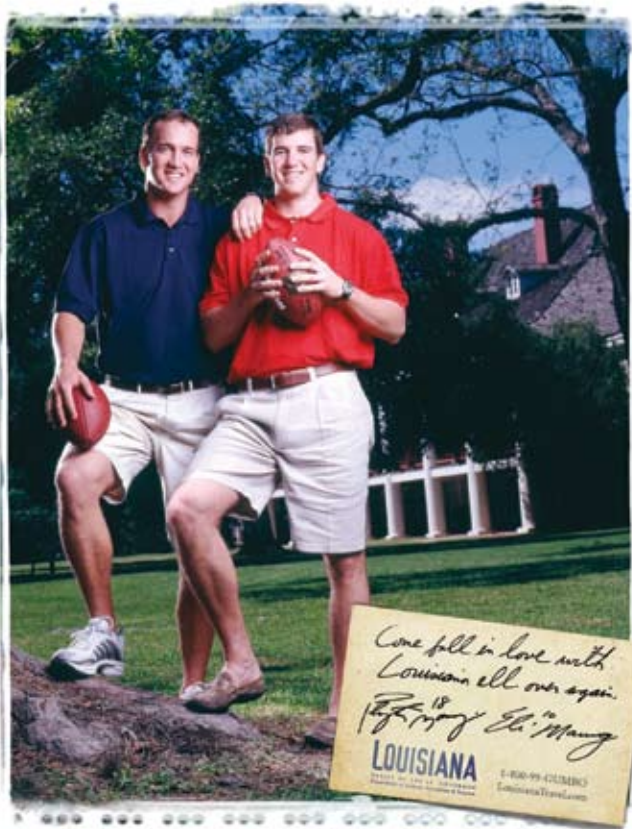
- Visitors to state and national parks are down compared to 2004, but attendance has been gradually increasing for six straight months.

Tourism is one of the largest industries in Louisiana. The state sees an \$8.40 return in state taxes from visitors for every dollar the state spends on advertising.

## Building on success of national advertising campaign

### LOUISIANA CELEBRITIES

This year, the Office of Tourism built on the



Eli and Peyton Manning donated their time to be a part of our highly effective ad campaign.



## Tourism Forecast for Louisiana: By The Numbers

	Visitors (Millions)	Spending (Billions)
2004	23.6	\$10.0
2005	18.7	\$8.1
2006	18.2	\$6.0
2007	22.2	\$7.2
2008	23.4	\$7.9
2009	23.4	\$8.2
2010	24	\$8.6

Source: University of New Orleans' Division of Business Research

Research shows  
that our advertising  
campaign is  
successful, sending  
the message that  
Louisiana is ready  
and open for  
tourist business.



*The Atchafalaya was designated  
a national heritage area.*

success of our “Come Fall in Love with Louisiana All Over Again” national advertising campaign. This series of print ads and TV commercials features Louisiana celebrities who donated their time and talent to the effort—including Emeril Lagasse, John Goodman, Wynton Marsalis, Patricia Clarkson, David Toms, George Rodrigue and Alan Toussaint. New additions to the campaign are:

- Tim McGraw
- Eli and Peyton Manning

#### **LARGEST AD BUY IN LOUISIANA HISTORY**

In addition to \$28.5 million in federal funding for tourism recovery, our office also secured Community Development Block Grants (CDBG) that represent over \$5.5 million in additional funds. The U.S. Department of Housing and Urban Development and the Louisiana Recovery Authority provided this grant for the purpose of enhancing the “Come Fall in Love Again” national and regional celebrity campaign. The campaign has focused on media relations, community relations and promotions that work to dispel misperceptions about Louisiana and encourage travel to the state.

Cox Communications Inc. and 10 other cable television multiple system operators have cumulatively committed to at least \$12 million in donated advertising time on their networks nationwide. This generous donation will go a long way toward inviting potential visitors across the country to “Come Fall in Love” with our state. A special thanks to Cox Communications, Time Warner Cable, Adlink, Bresnan Communications,

Bright House Networks, Cable ONE, Cablevision, Charter Communications, Comcast, Insight Communications, Mediacom and Suddenlink.

#### **RESEARCH SHOWS THE ADS ARE EFFECTIVE**

Research shows that our advertising campaign is successful, sending the message that Louisiana is ready and open for tourist business:

- Drive market surveys indicate visitors’ intent to visit Louisiana in the future was 56 percent in January 2007, up from 46 percent only one year before.
- Americans who saw a Louisiana “thank you” advertisement had more positive attitudes toward the state, its people and products.
- For every 10 times a person saw a “thank you” ad, their willingness to pay more for travel to Louisiana—over other states—increased.

### **Building up Atchafalaya National Heritage Area**

#### **HELPED SECURE ATCHAFALAYA NATIONAL HERITAGE AREA DESIGNATION**

After intensive lobbying, the Atchafalaya was designated a national heritage area when President Bush signed Public Law 109-338, 120 Stat. 1783 on Oct. 12, 2006. The bill authorizes as much as \$10 million over 15 years for preservation, conservation, education and cultural efforts in and around the Atchafalaya Basin in South Central Louisiana.

## LAUNCHED ATCHAFALAYA HERITAGE AREA TAX CREDIT INITIATIVE

The Atchafalaya Heritage Tax Credit Initiative serves as a financial incentive for the growth of heritage- and culture-based businesses in the area that are normally excluded from traditional economic development programs. The tax credit program is directed at small businesses with fewer than 20 employees that make use of the natural, cultural and historic assets of the Heritage Area. There are two tax credits: the Heritage Small Business Tax Credit and the New Employee Tax Credit. Both allow deductions for \$750 per year and are available for up to five years with unused credits being available for a maximum of 10 years. Eleven area businesses have been approved for the program, with other applications expected for review.

Launched fully redesigned Web site

## TRAVELOCITY PARTNERSHIP

The Office of the Lt. Governor partnered with Travelocity to make booking a trip to Louisiana more convenient for a new generation of online shoppers. Travelocity is the fifth largest travel agency in the U.S., booking \$7.4 billion in travel worldwide in 2005.

Through this landmark partnership, Travelocity will power the booking engines on the state's tourism Web site, LouisianaTravel.com, as well as regional tourism organizations in Baton Rouge, Lafayette, Shreveport and New Orleans. Interested visitors can book flights, hotels, car rentals, vacation packages and last minute packages.

**LOUISIANATRAVEL.COM**

The LouisianaTravel Web site has been fully redesigned—both aesthetically and functionally. The majority of travel is both researched and booked online. Visitors are looking to understand and experience a destination online before they book travel. The new architecture of the site showcases all the regions, cities and parishes across Louisiana.

The redesign of LouisianaTravel.com affords the state the opportunity to better present the unique experience available in Louisiana through larger imagery, animation, key features for

events, music and food, and through relevant content.

## LAUNCHED LOUISIANA E-MARKET

As part of the redesign of LouisianaTravel.com, the site launched with a new offering—the Louisiana eMarket. This new e-commerce area on the site not only allows visitors to order the Louisiana products they love, but also builds the state's cultural economy by showcasing Louisiana products and making them accessible worldwide.

The eMarket includes products and goods made by Louisiana artists, musicians, crafters and others, as well as the top 15-20 nationally and internationally recognizable Louisiana food companies. ♣



*The redesign of LouisianaTravel showcases all regions of the state and allows visitors to use Travelocity's booking engine.*

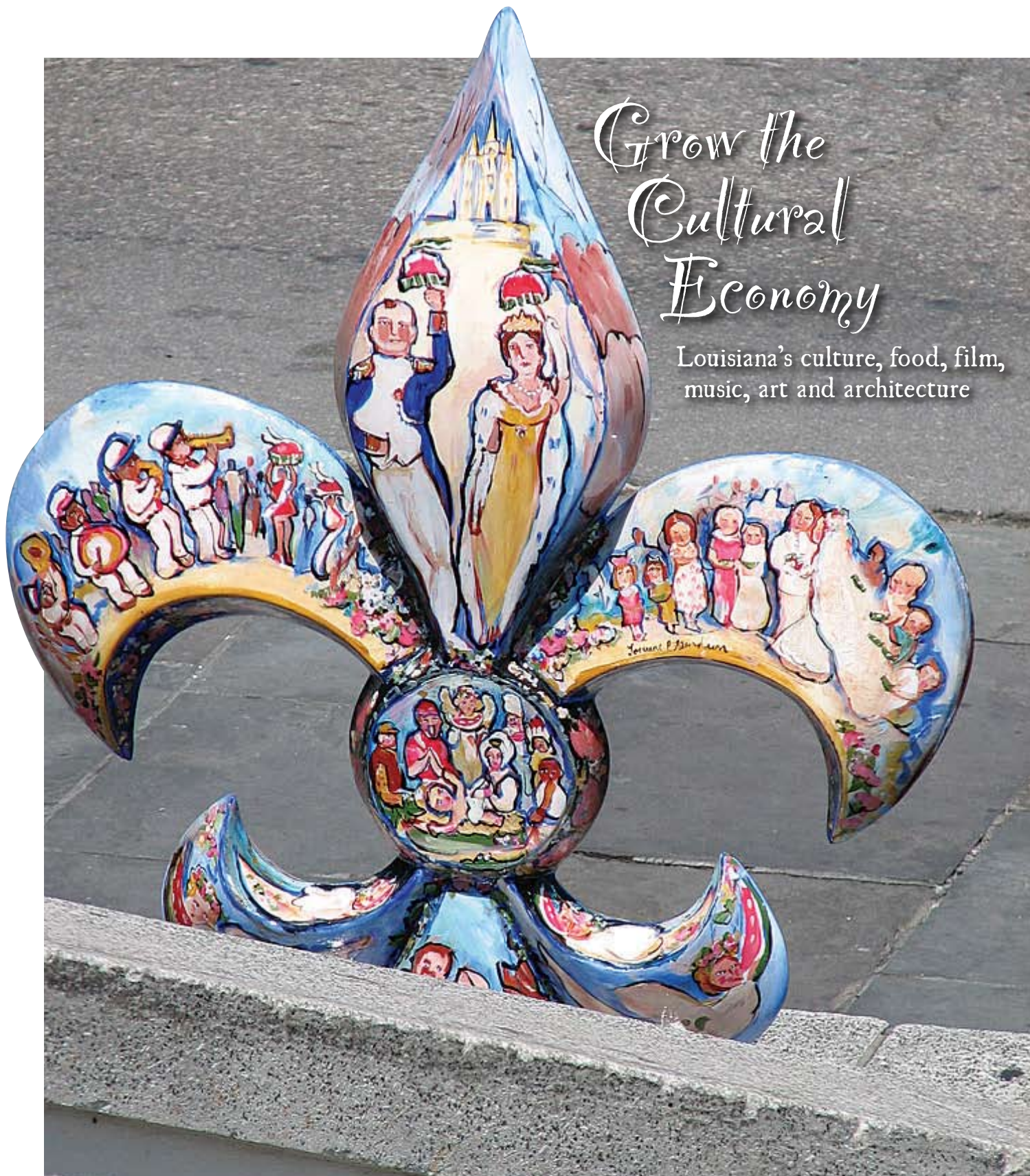
“This e-market will help small businesses, like mine, sell their Louisiana products around the world. It will also help raise awareness about the unique cultural products that our state has to offer.

**MIGNON FAGET**  
*Artist and  
jewelry designer*



# Grow the Cultural Economy

Louisiana's culture, food, film, music, art and architecture



CARDYN VALENTINE BLAKEY



# State of the CULTURE industry

At the Third Annual Cultural Economy Summit, held on Feb. 2, 2007, Michael Kane, researcher for Mt. Auburn Associates, gave a report on a study commissioned by this office on the state of the cultural industries.

The study indicates that cultural industries have retained their centrality to Louisiana's economic health, and that positive developments and opportunities are emerging as we make efforts to move the cultural economy forward:

- The **film industry**, having recovered all jobs lost to Katrina by March 2006, has gained 1,000 jobs and has generated \$750 million in production, affirming "Hollywood South" as one of the most desirable places to film in the nation. The film industry has experienced considerable growth beyond New Orleans, with Shreveport becoming an important film center, generating \$300 million in production in 2005.
- The **music, performing and visual arts** sectors, while having taken a major blow as artists were, and continue to be, displaced after the storm, and studios and venues face post-

Katrina challenges, are stabilizing. Music and arts venues are reopening, and the Musician's Union is regaining membership, and celebrities with Louisiana roots are making commitments to support and preserve Louisiana's arts heritage. New creative networks are forming as musicians between New Orleans, Lafayette, Baton Rouge and other hurricane-impacted communities cross-pollinate ideas. Through the rebuilding experience, artists and musicians are capturing worldwide attention as they find new inspiration and outlets, evidenced by the large number of benefit concerts, events and CD compilations popular across the world.

- The report acknowledged that the **preservation workforce** in Louisiana needs special attention and support. Master craftsmen of New Orleans have been displaced, as 30,000 construction jobs were lost as a result of Katrina, leaving a lack of artisan skills available to address special needs in historic preservation.
- The **restaurant industry** remains a major force of employment in the state, comprising about 7.3 percent of all employment. The Louisiana Restaurant Association was quoted as stating that 1,254 of New Orleans eating establishments and 1,718 of those in Jefferson Parish have reopened, though at reduced hours and staff.

Substantial financial aid has been generated for cultural industries. The Louisiana Cultural Economy Foundation has succeeded in raising \$1 million and disbursing \$700,000 to over 350 artists, cultural enterprises and nonprofits.



The film industry has generated \$750 million in production. Jude Law is seen here at the world premier of All the King's Men at Tulane University.



The Louisiana Cultural Economy Foundation has succeeded in raising \$1 million and disbursing \$700,000 to over 350 artists, cultural enterprises and nonprofits.

## THE FOLLOWING ARE DESIGNATED MAIN STREET COMMUNITIES:

Abbeville  
 Bastrop  
 Bogalusa  
 Clinton  
 Columbia  
 Crowley  
 Denham Springs  
 Eunice  
 Franklin  
 Hammond  
 Houma  
 Minden  
 Morgan City  
 Natchitoches  
 New Iberia  
 New Roads  
 Opelousas  
 Plaquemine  
 Ponchatoula  
 Ruston  
 Spring Hill  
 St. Francisville  
 St. Martinville  
 Winnsboro



*Music, performing and visual arts are important parts of Louisiana's cultural economy. Pianist David Egan performs at the Governor's Arts Awards at the Shaw Center.*

## Main Street Initiative

We invested in 24 Main Street communities in rural Louisiana, bringing life back to our historic downtowns. As a result, our Main Street communities average 100 net new jobs per quarter.

Since January of 2004, Main Street successes include:

- 438 new businesses
- 1,856 new jobs

- \$45,595,421 in private reinvestment
- \$62,469,480 in private and public reinvestment

Louisiana Main Street communities have received national awards: New Iberia and Natchitoches received Great American Main Street awards from the National Trust for Historic Preservation; First Lady Laura Bush designated Natchitoches and Bastrop as Preserve America communities; and the National Trust for Historic Preservation recognized Natchitoches as a "Distinctive Dozen" tourist destination.

## MAIN TO MAIN

In November of 2006, we partnered with First Lady Laura Bush's national nonprofit Preserve America to launch the first annual Louisiana Main to Main: A Cultural Road Show. This initiative was designed to draw tourists to historic towns throughout the state and help revitalize main streets in rural communities. This initiative attracted more than 53,000 visitors, and these tourists spent more than \$6 million.

Louisiana Main to Main premiered in November as an annual event designed to collectively show-



*First Lady Laura Bush and Lt. Governor Landrieu applaud Louisiana's award-winning Main Street communities at the Preserve America Summit.*



case and promote our successful and diverse Louisiana Main Street communities. Interconnected by culture, commerce, history and an abundance of creative and natural assets, Louisiana Main to Main encourages road trips from one Main Street community to the next and from one Louisiana region to another throughout November.

### LAUNCHED URBAN MAIN STREET PROGRAM

The principles of the Main Street program work beautifully in America's small cities and towns. In the aftermath of hurricanes Katrina and Rita, these same principles will be applied to neighborhood-based rebuilding in New Orleans.

Preservation and business revitalization grants were awarded to four New Orleans neighborhoods with established traditional commercial corridors. Those business districts are North Rampart Street, Oak Street, Oretha Castle Haley Boulevard and St. Claude Avenue.

The five-year grants, valued at \$1.5 million in cash and in-kind staff training and technical assistance, are a result of a public-private partnership with the National Trust for Historic Preservation.

## World Cultural Economic Forum

In an effort to bring international attention to our state's cultural economy, we will host the World Cultural Economic Forum in August of 2007.

The event is modeled after the World Economic Forum based in Switzerland. In its demonstration year, it will include a forum featuring ambassadors and cultural attachés from several countries, as well as national cultural leaders.

The idea for the World Cultural Economic Forum arose from the outpouring of support Louisiana received from the international community following hurricanes Katrina and Rita.

Through this forum, we hope to capitalize on those offers to help, and send the message to the world that Louisiana is a cultural mecca.

Cultural events held across the state will be presented in partnership with the World Cultural Economic Forum. Events include The Floodwall Exhibit in Baton Rouge, Eat Lafayette in Lafayette, the hosting of *Pirates of Penzance* in Monroe, Thursday Night Trolley in Shreveport and Carnaval Latino in New Orleans.



## Arts in Education

We forged a historic partnership with Michael Kaiser, president of the John F. Kennedy Center for the Performing Arts in Washington, D.C., to put music and the arts in every Louisiana public school.

We pushed Louisiana Senate Bill 299. This legislation, authored by Sen. Sharon Weston Broome, is designed to phase in Arts in Education over a four-year period.

Our office pushed to put music and the arts back in schools because research shows that when children are exposed to the arts, dropout rates go down, test scores go up, and math and science skills improve. Additionally, we give our children a very special gift—we equip them with the knowledge and skills to take our culture forward.

The legislation (SB 299) calls for Arts in Education to be phased in over a four-year period:

- Year 1: design rules and curriculum;
- Year 2: provide professional development;
- Year 3: launch pilot programs across the state; and,
- Year 4: put music and the arts in every Louisiana public school. ♣



### ARTS IN EDUCATION PARTNERS AND SUPPORTERS INCLUDE:

- John F. Kennedy Center for Performing Arts
- Thelonious Monk Institute of Jazz Performance
- Terence Blanchard
- Wynton Marsalis
- Southern Arts Federation
- Louisiana Partnership for the Arts
- National Assembly of State Arts Agencies
- New Orleans Jazz and Heritage Festival and Foundation
- The Louisiana School for Math, Science and the Arts
- The New Orleans Center for Creative Artists (NOCCA)

A photograph of two young girls in a green canoe on a river. The girl on the left is wearing a red life vest and the girl on the right is wearing a blue life vest. They are both smiling and holding paddles. The canoe is green with 'INTREPID 17' written on the side. The background shows a lush green forest and a body of water.

# Improve the Lives of Louisiana Citizens

Through culture, recreation and tourism

*Through the Louisiana Outdoor  
Outreach Program, we bring  
underserved kids to State Parks.*



## Hurricane recovery grants for historic properties



*Lt. Governor Landrieu and Dick Moe, president of the National Trust for Historic Preservation, join homeowner Robert Smith Sr. on the steps of his newly repaired home, made possible by a hurricane recovery grant for historic properties.*

**A**fter the storms, we lobbied Congress for \$9.6 million for hurricane recovery grants for historic properties. Louisiana homeowners are using these funds to rebuild their homes and lives, and the restoration of each home contributes to the rebirth of our neighborhoods.

We put in place a grant process that was transparent, fair and customer friendly.

We awarded 283 hurricane recovery grants ranging from \$5,000 to \$45,000 to owners of historic Louisiana properties damaged by hurricanes Katrina and Rita.

The grant money was a provision of the 2006 Congressional Emergency Supplemental Appropriations bill lobbied for by the Lt. Governor, the Louisiana Congressional Delegation and The National Trust for Historic Preservation. The grants were administered through the Louisiana State Historic Preservation Office.

### Louisiana Outdoor Outreach Program

The Office of State Parks began the Louisiana Outdoor Outreach Program (LOOP), housed at Fontainebleau State Park near Mandeville, in October 2004. LOOP's primary mission is affecting, in a positive way, the underserved youth of Louisiana using experiential outdoor education. Young people who participate in this program will be exercising their minds and bodies, while at the same time developing many of the characteristics necessary for good citizenship.

Before Hurricane Katrina, nine schools (approximately 700 students) enjoyed the experience of classroom and on-site activities: camping, canoeing, water safety skills, self-esteem building, values training, conflict resolution skills and more.



“  
Within just 45 days,  
we awarded grants  
that are helping  
people rebuild their  
homes and lives.

*Lt. Governor*  
**MITCH LANDRIEU**



## 2007: THE YEAR OF CITIZEN SERVICE AND SOCIAL ENTREPRENEURSHIP

Lt. Governor  
Landrieu  
announced 2007  
as the Year of  
Service in Louisiana  
to encourage  
citizen service and  
volunteerism across  
the state.



*Lt. Governor Landrieu helps Jamila Wilson paint her English classroom at John McDonogh High School in New Orleans.*

Lt. Governor Landrieu created the Office of Social Entrepreneurship in fall 2006 to increase awareness of social entrepreneurship and to promote it as a solution to the important issues facing Louisiana following hurricanes Katrina and Rita. The first of its kind in the United States, the office serves as a resource and clearinghouse for information and

After Katrina, LOOP was one of the first programs for children to get up and running in the New Orleans area and began serving the area's children again in February 2006. This created much needed recreation and a sign of recovery to the children affected by this devastating storm.

In partnership with New Orleans Outreach, a nonprofit organization, the summer program in 2006 served 400 children. It also provided meaningful employment to young adults who were hired to mentor the children. LOOP is currently serving four New Orleans schools (approximately 570 students)—Samuel J. Green Charter (K-8), KIPP McDonogh 15 (K-8), New Orleans Science & Math Charter High School and Benjamin Franklin Senior High School—and a Female Mentoring Program at the St. Mark's Community Center.

### CREATED OFFICE OF SOCIAL ENTREPRENEURSHIP

In the Year of Service, Landrieu promoted "Social Entrepreneurship"—the idea of using a business model to solve social problems. Landrieu created an Office of Social Entrepreneurship, which is headed up by his Deputy Chief of Staff, Judy Reese Morse.

funding opportunities for social enterprises. Additionally, the Office of Social Entrepreneurship encourages Louisiana nonprofit organizations to become more entrepreneurial in program and service delivery, hosts events that provide training and networking opportunities for social entrepreneurs and promotes the inclusion of social entrepreneurship in high school and college curriculums throughout the state.

In April 2007, the Office of Social Entrepreneurship was invited by the Center for Entrepreneurial Studies at NYU's Stern Business School to serve as a case study for the country's leading social entrepreneurs, investors, philanthropists, scholars and educators.

From that opportunity came a partnership with Andrew Wolk, MIT senior lecturer and president of Root Cause, a firm that integrates applied research, practice and public policy to increase the impact of government agencies, nonprofits, foundations and corporations that are seeking to solve social problems. Root Cause will work with the Office of Social Entrepreneurship to develop a five-year business plan and serve as a model for similar offices across the nation.



*Deputy Chief of Staff Judy Reese Morse directed the successful launch of the Office of Social Entrepreneurship.*

## CHANGING LOUISIANA SEMINARS

Throughout the year, the Louisiana Serve Commission and the Office of Social Entrepreneurship are hosting a series of educational seminars across the state entitled, "Changing Louisiana:

Through Volunteerism and Social Entrepreneurship." The seminars are designed to educate interested citizens and organizations about best practices and resources available to create sustainable projects that make a difference in the lives of Louisianans.

More than 700 citizens participated in the first set of seminars held in Lake Charles and New Orleans. The seminars featured national speakers and Louisiana leaders including Robert K. Goodwin, president and CEO of the Points of Light Foundation; Lake Charles Mayor Randy Roach; Susan Taylor, editorial director of Essence Communications; and Joi Gordon, president and CEO of Dress for Success Worldwide.

## PROMOTING VOLUNTOURISM

In the Year of Service, Landrieu is promoting "Voluntourism"—the practice of adding a meaningful service component to a vacation. Over 500,000 volunteers traveled to the Gulf Coast to contribute to the hurricane recovery efforts.

Voluntourism is a growing niche market—a recent survey conducted by the Travel Industry Association showed that 24 percent of travelers were interested in taking such a vacation.

## Youth literacy efforts

The State Library recognizes that the most effective way to improve literacy rates in Louisiana would be to work with children under school-age in a way that would improve their chances of being ready to learn to read by age 5. Thus, the early literacy pro-



gram was founded. Major projects include:

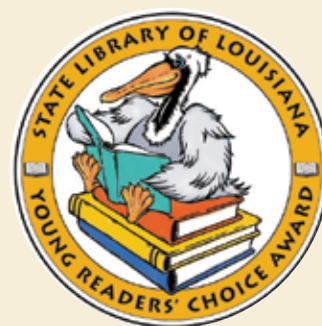
- More than 400 libraries, schools, homes and childcare facilities are piloting the Nursery Rhymes Name Songs project.

- LET'S READ! is a training workshop to

demonstrate read-aloud strategies and resources that foster early literacy skill development in children ages 3-5. The workshop targets staff in public libraries and early care and education programs.

- The Louisiana Young Readers' Choice Award is a reading enrichment program, underwritten by Capital One. It is a model collaborative reading program involving students, teachers and public librarians in all regions of the state. Students are encouraged to read high-quality books from carefully selected ballots. Voting day is an exciting time in many schools and libraries as students cast their votes, sometimes using the voting booths supplied by the Secretary of State's Election Division.

- The Summer Reading Program developed by the State Library provides incentives and activities to attract children and families to the public libraries and encourages them to read. In 2006, a total of 83,892 youngsters registered for the Summer Reading Program. Public libraries provided 6,484 storytimes, programs and events that were attended by a total of 239,922 children and teens. ♣



In 2007, more than 19,000 Louisiana students participated in Young Readers' Choice Award voting.

*Kids learn with new computers in Cameron Parish.*



# Be Accountable to Louisiana Taxpayers

In the wake of the devastation of two major hurricanes during 2005, under the leadership of Lt. Governor Landrieu and Secretary Davis, the Louisiana Rebirth Plan was designed to guide the efforts of the Department of Culture, Recreation and Tourism in rebuilding Louisiana's tourism and cultural economy industries and assisting the rebuilding of the lives and livelihoods for Louisiana's citizens while ensuring that these efforts also set and met high standards for performance, accountability and ethical behavior.

In developing the Louisiana Rebirth Plan, the Office of Lieutenant Governor and the Department of Culture, Recreation and Tourism recognized that a commitment of considerable state, federal and private resources would need to be dedicated to the recovery of the state's tourism industry. With that in mind, the Lt. Governor and Secretary Davis spearheaded the creation of a third-party performance and financial audit function to design and implement a system to safeguard the proper use of funds.

In February 2006, the Louisiana Rebirth Accountability Panel was established by Executive Order No. KBB 2006-8 and was charged with the responsibility of ensuring that the highest standards of accountability and ethical behavior would be maintained in utilizing the Department's funds. The Executive Order provided for the panel's duties to include:

- facilitate the achievements of the four results specified in the Louisiana Rebirth Plan;
- develop a work plan for the Panel;
- review all sources of funds to implement Louisiana Rebirth, including, but not limited to, federal, state and local funds, and funds from the Louisiana Cultural Economy Foundation;
- regularly review and report the results achieved from the expenditure of culture, recreation and tourism funds; and
- recommend changes in state legislation, procedures, or practices to enhance the state as a top tourist destination.

In addition, Budgeting for Outcomes (BFO) has been adopted as a component of the Office

of Lieutenant Governor/Department of Culture, Recreation and Tourism's Transformation Program. BFO is a process developed by David Osborne and the Public Strategies Group that provides for goal-setting based on determination of the desired results, setting indicators of success and prioritizing spending based on the desired results. The BFO process offers the Department a meaningful method of evaluating programs and return on investment in order to run our organization most effectively and make difficult yet valuable funding decisions.

Of the more than \$50 million the Department secured for rebuilding our tourism and cultural economies, the biggest sum was a \$30 million federal Community Development Block Grant targeted at the 13 parishes most impacted by the hurricanes. The Department used a Budgeting for Outcomes process to choose the grantees. Requests for Results were sent to local tourism organizations in those parishes, plus the Department's Office of Tourism, asking for their most creative proposals to promote tourism in their parishes. The request listed three specific goals that would be used to rank proposals and track results:

- increase the economic impact of the tourism industry;
- increase the number of tourism-related jobs in Louisiana; and
- increase visitor intent to visit Louisiana to pre-Katrina levels.

A "buying team" composed of representatives of statewide tourism organizations then ranked the proposals and recommended that \$28.5 million be allocated to 17 of the offers. These funds quickly moved to local tourism entities to fund efforts to promote Louisiana and their regions of the state. In addition, the Department's Office of Tourism was allocated \$5 million for continuation of the state's national advertising campaign, which features Louisiana celebrities like Peyton Manning and Tim McGraw inviting visitors to "come fall in love" with the entire state. ♣

**The big picture here is that at a time when federal and state government was being criticized for the lack of accountability and the pace of recovery, we were able to distribute record sums of recovery funding quickly, honestly and with great economic benefit to the state.**

*Lt. Governor*  
**MITCH LANDRIEU**



## BUDGETING FOR OUTCOMES

**The Office of the Lieutenant Governor and the Department of Culture, Recreation and Tourism engaged in a "Budgeting for Outcomes" process to develop the FY 07-08 Budget Request.**

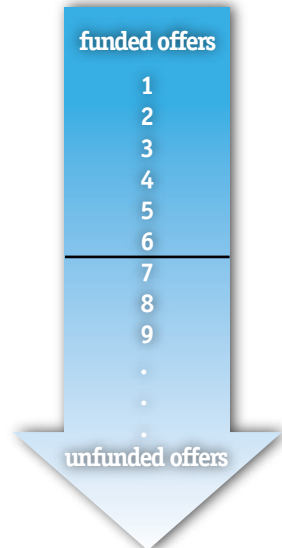
- 1** The Louisiana Rebirth Plan was developed with the help of cultural and tourism industry stakeholders identifying four primary results.
- 1 Rebuild Louisiana to worldwide preeminence as a top tourist destination.
  - 2 Make Louisiana's cultural economy the engine of economic and social rebirth.
  - 3 Build better lives and livelihoods than before for all Louisiana's people.
  - 4 Make Louisiana's recovery the standard for high performance, accountability and ethical behavior.

- 2** The department issued four Requests for Results to all DCRT agencies, inviting them to submit offers that would best achieve the Rebirth Plan results.

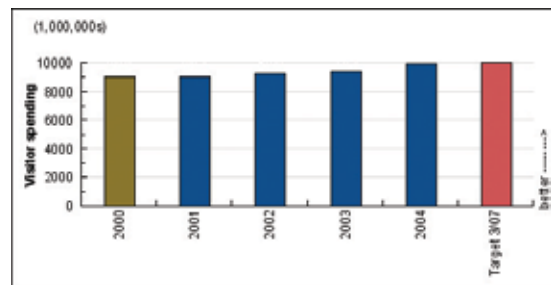
- 3** Offers were submitted by department staff describing activities, costs, return on investment and performance indicators.

- 4** A leadership team made up of administrators throughout the department prioritized all offers within the department based on performance, return on investment and ability to best achieve the results described in the Rebirth Plan.

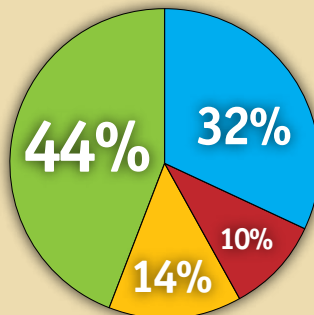
- 5** The department funded those activities with the highest priorities, which resulted in lower priority programs not being funded.



- 6** An accountability panel and Web-based scorecards were established to monitor progress toward results.



## Funding Distribution by Result



- 1** Rebuild Louisiana to worldwide preeminence as a top tourist destination.
- 2** Make Louisiana's Cultural Economy the engine of economic and social rebirth.
- 3** Build better lives and livelihoods than before for all Louisiana's people.
- 4** Make Louisiana's recovery the standard for high performance, accountability and ethical behavior.



**Stuart Johnson**  
Assistant Secretary of State Parks

## PROJECTS COMPLETED THIS FISCAL YEAR

**Audubon State Historic Site's  
Oakley House** - Reopened to the  
public after extensive renovations

**Chicot State Park** - 15 new cabins

**Fairview Riverside State Park**  
- New rental pavilion and bath-  
house

**Lake Bruin State Park** - New  
campground and bathhouse

**Longfellow-Evangeline State  
Historic Site** - New visitor center

**Poverty Point Reservoir State  
Park** - 8 new cabins, campground  
and Water Spray Park

**Rosedown Plantation  
State Historic Site** -  
Paint restoration

**St. Bernard State Park** -  
Reopened after extensive repairs  
to the site due to Katrina

**South Toledo Bend State Park**  
- New pedestrian bridge from the  
visitors center to the overnight  
facilities

## OFFICE OF STATE PARKS

# RECREATION and the Sportsman's Paradise

The Office of State Parks serves the citizens of Louisiana and their visitors by preserving and interpreting natural areas of unique or exceptional scenic value; planning, developing and operating sites that provide outdoor recreation opportunities in natural surroundings; preserving and interpreting historical and scientific sites of statewide importance; and administering inter-governmental programs related to outdoor recreation and trails.

The Office of State Parks currently operates 37 operational sites including 20 state parks, 16 state historic sites and one state preservation area. In this capacity, the agency serves as a major component in the state's tourism industry, cultural economy initiative and the promotion of healthy living.

Hodges Gardens in Florien, La., became a recent addition to Louisiana State Parks as of April 5, 2007. Plans are under way to return the site to being a top tourist destination for the state. Volunteers from all over Louisiana helped to restore the Gardens for its day-use opening on April 30, 2007. Approximately 900 acres of wild and cultivated beauty, the Sabine Parish wilderness area will be a unique member to the State Parks family. Originally designed and opened to the public in 1956 by oil and gas businessman A.J. Hodges Sr., the site's naturalistic gardens consist of a variety of native and imported foliage.

Bayou Segnette State Park in Westwego has reopened its campground and day-use facilities as of March 2007. Visitors will be able to enjoy



*Hodges Gardens in Florien is the newest addition to Louisiana State Parks.*

the family picnic area and playgrounds, along with the rental pavilion, further bringing the park back to its pre-Katrina status.

## REBUILDING CITY PARK

Last session, legislation was passed that placed New Orleans City Park in the Department of Culture, Recreation and Tourism. The nonprofit City Park Improvement Association (CPIA) operates the park.

In the aftermath of Katrina, the park sustained \$43 million in damages. Local and national businesses and organizations have joined thousands of volunteers and the park's staff to take part in restoration projects at the park. When it was needed most, General Honoré worked to put boots on the ground at City Park. Lt. Governor Landrieu pushed the State Bond Commission to approve a \$6.2 million bond for the New Orleans City Park Golf Complex, which will help generate much-needed revenue. Landrieu worked with the administration and Legislature to appropriate general and capital outlay funds to expedite the recovery of City



Park. The park has also raised \$9 million in private donations, which helped foster early recovery projects.

At 1,300 acres, City Park is one of the largest urban parks in the country. With smart investments, City Park could live up to its potential as the best urban park in the nation.

## IMPROVING THE VISITOR EXPERIENCE AT PARKS

- For the first time, wireless Internet (Wi-Fi) will be placed in four recreation sites to allow visitors to use the Internet for a usage fee. This pilot program will be expanded to all State Parks.
- By the beginning of FY 07-08, Louisiana



*New visitor center at Longfellow-Evangeline State Historic Site.*

State Parks plans to have the capacity to sell temporary fishing and hunting licenses via Internet at all of Louisiana State Parks' recreational sites at no extra cost to the visitors.

- To attract more tourists coming from the northern part of the United States, Louisiana State Parks began its Extended Stay program, where extended campsite stays are now allowed during the winter months (Oct. 1-March 31). Participating sites include South Toledo Bend State Park, Jimmie Davis State Park and Poverty Point Reservoir State Park.
- In May of 2006, the State Parks Reservation Center made it possible for guests to make reservations for State Parks facilities online, 24 hours

a day, through ReserveAmerica.

- Overnight visitors to State Parks will receive complimentary passes to visit Historic Sites. The purpose is to thank visitors to our State Parks system and draw in fresh visitation to the Historic Sites. Historic Site visitation has increased by 11.91% since the program began in September 2006.
- For the first time, Louisiana State Parks are offering special events services. Weddings, receptions and other special events can take place at State Parks, Historic Sites and Preservation Areas. Rates would depend on event times and time lengths.

- In an effort to meet the requests of our guests, the Office of State Parks will begin a pilot program to allow pets to stay at designated cabins at Hodges Gardens State Park.

State Parks honors the National Park Service's "America the Beautiful-National Parks and Federal Recreational Lands" pass, allowing senior citizens to stay at State Parks at discounted rates.

- State Parks has restructured its Law Enforcement practices to become more cus-

tomter service-friendly by utilizing Bicycle Patrols and Rules Rangers, as well as modifying training procedures.

## PROMOTING CANE RIVER HERITAGE AREA

A Memorandum of Understanding was signed at the Preserve America 2006 Summit in New Orleans, uniting the efforts of DCRT and the National Park Service for continuing the commitment to preserve and interpret Louisiana's cultural legacy. The memorandum was arranged and coordinated by the Office of State Parks, the Cane River Heritage Area and the Cane River National Park. ♣

## PROJECTS UNDER WAY

- Bayou Segnette State Park** - New cabin development; design complete, construction beginning summer 2007
- Bogue Chitto State Park** - New State Park; design complete, construction bidding in fall 2007
- Chemin-a-haut State Park** - Master Plan completed
- Fairview State Park** - Otis House paint restoration; bidding in winter 2007
- Fontainebleau State Park** - Opening of 12 new cabins, a visitor center, an updated beachfront and a fishing pier to be completed summer 2007
- Fort DeRussy State Historic Site** - Master Plan for visitor center, restrooms, parking and exhibits; design complete
- Fort Pike State Historic Site** - Stabilization including walls, roofs and observation deck; out to bid summer 2007
- Grand Isle State Park** - Erosion Control; create larger breakwater to help stop the beach erosion; out for bid summer 2007
- Hodges Gardens State Park** - Bid openings by end of May 2007
- Jimmie Davis State Park** - Visitor center and day-use expansion; construction beginning August 2007
- Kent House State Historic Site** - New visitor center; design completed
- Los Adaes State Historic Site** - Visitor center and historic reconstructions; design complete
- Louisiana State Arboretum State Preservation Area** - New Arboretum Center; construction beginning summer 2007
- Palmetto Island State Park** - New State Park; beginning summer 2007
- Poverty Point Reservoir State Park** - Visitor center and day-use expansion; design to be completed August 2007
- St. Bernard State Park** - Master Plan incorporating cabins, visitor center, RV campground, nature trails and more; design pending Argus Architects' reopening post-Katrina
- Sam Houston Jones State Park** - Visitor center, 12 cabins, group camp and campground; design complete
- Tunica Hills State Preservation Area** - New State Preservation Area; design to be completed winter 2007



**Chuck Morse**  
Assistant Secretary of Tourism

## SCENIC BYWAYS

### Projects and awards include:

- Louisiana Northwest Louisiana Scenic Byway, design and fabrication exhibits
- Louisiana Great River Road State Byway, corridor management plan implementation
- Louisiana Scenic Bayous Byways, corridor management plan implementation
- Atakapa-Coushatta Trace, corridor management plan implementation
- Promotional Brochure for Louisiana's Great River Road
- Louisiana Colonial Trails Interpretive Brochure and Booklet
- Zydeco-Cajun Prairie Scenic Byway
- Jean Lafitte Scenic Byway Brochure

## OFFICE OF TOURISM

# Uniting Louisiana's TOURISM industry

The Louisiana Office of Tourism is a multipronged marketing organization charged with taking a leadership role in uniting Louisiana's large and diverse tourism industry. The Louisiana Office of Tourism works in partnership with tourism professionals to extend and enhance their tourism efforts to domestic and international travel trade and consumers. The Louisiana Office of Tourism promotes the economic growth of Louisiana through four programs: Administration, Development and Sales, Consolidated Marketing and Welcome Centers.

The mission of the Louisiana Office of Tourism is to 1) promote and assist expansion of tourism and the tourism industry in Louisiana; 2) increase employment opportunities for all citizens throughout the state through the orderly but accelerated development of facilities for tourism, travel and hospitality; 3) invite visitors from this nation and foreign countries to visit Louisiana; and 4) conduct an ongoing promotional campaign of information, advertising and publicity to create and sustain a positive image and understanding of Louisiana.

The Office of Lt. Governor and the Department

of Culture, Recreation and Tourism have developed a four-point plan encompassing the results crucial to the post-Katrina and Rita recovery of our state: (1) Rebuild Louisiana to worldwide preeminence as a top tourist destination; (2) Make Louisiana's cultural economy the engine of economic and social rebirth; (3) Build better lives and livelihoods than before for all of Louisiana's people; and (4) Make Louisiana's recovery the standard for high performance, accountability and ethical behavior.

## Enhancing scenic byways, trails and welcome centers

### AFRICAN AMERICAN HERITAGE TRAIL

Louisiana enjoys an internationally significant African American heritage, including African American inventors, trailblazers, singers, musicians, authors, craftsmen, composers and city builders. Louisiana possesses unique African American stories and history that tell the story of American liberty and freedom.

The African American Heritage Trail will meander through the state's 64 parishes as a reflection of African American historical and cultural contributions. The trail sites were selected based upon their relationship to African American civil rights activities, which occurred in the State of Louisiana dating as far back as the 18th century. The uniqueness of Louisiana's role within the modern day Civil Rights Movement plays a featured role among the trail's sites.

### COMPREHENSIVE SCENIC BYWAY PLAN

The Department of Culture, Recreation and Tourism received a \$176,000 grant from the Federal Highway Administration's National Scenic Byways Program for the Louisiana Scenic Byways Program. This money will allow a comprehensive plan to be developed by which Louisiana can



*Landrieu led negotiations to bring Essence home to New Orleans.*





*The new Capitol Park Welcome Center.*

market and promote the scenic byways to domestic and international audiences.

Each scenic byway will receive a corridor management plan and template for a Web site and brochure. Maps of the byways will be developed, and a statewide byways brochure and Web site will be maintained by the Office of Tourism. Additionally, a comprehensive marketing and interpretive plan will be developed to guide the marketing efforts.

The National Scenic Byways Program awarded to the Department of Culture, Recreation and Tourism \$1,309,970 for nine projects statewide. These allocations are significant in the state's rebuilding efforts and will assist in expanding and enhancing the tourism product for visitors and residents alike.

#### **WELCOME CENTER UPGRADES**

The Louisiana Welcome Center system will become transformed with wireless Internet and regional interpretive centers that will communicate the unique qualities of their surrounding area through interactive kiosks. Each kiosk exhibit will be unique to the specific geography and culture of the area served by the Welcome Center, and will also link to the statewide database. The interactive design of the kiosk will allow visitors to either browse through topics randomly or to search for specific information on a targeted site.

#### **AMERICA'S WETLANDS BIRDING TRAIL**

A series of four birding trails have been developed and layered upon existing Louisiana Scenic Byways to add value to experiential tourism and to highlight the outdoors opportunities in Louisiana. The trails are named America's Wetland Coastal Birding Trail, America's Wetland Mis-

issippi River Birding Trail, America's Wetland Red River Birding Trail and the America's Wetland Zachary Taylor Parkway Birding Trail. These trails will have interactive Web sites and trail brochures.

## **Promoting regional tourism partnerships**

#### **FIVE PARISHES WEST**

As part of the LOT Rural Tourism Initiative to develop more regional tourism partnerships, Five Parishes West is a case study in the making. The tourist directors in the parishes of Allen, Beauregard, DeSoto, Sabine and Vernon joined together to have professional fieldworkers conduct a five-parish cultural survey and inventory. This inventory will be used to develop a strong regional identity through the investigation of stories and themes that link the region together, to discover and document individuals in the region who represent the various places or traditions within the region, including folk life, music/dance traditions and material culture. This cultural survey/inventory project will serve as the foundation in developing a Scenic Byways Corridor Plan for the region, developing driving tours, information/interpretive kiosks, and Web site planning and development.

#### **CADDO LAKE HERITAGE AND EDUCATION AWARENESS PROJECT**

In partnership with the Texas Historical Commission, the Louisiana Office of State Parks and the Division of Historic Preservation, the Office of Tourism will support this project by providing research and quantitative data on cultural, historical and natural resources surrounding the Caddo Lake area in Louisiana, and provide an action plan of activities as to ways in which Louisiana and Texas can reinforce and strengthen the outdoor recreation and eco-tourism opportunities in North Louisiana. ♣



*Tim McGraw and other Louisiana celebrities donated their time to the successful "Come Fall in Love" advertising campaign.*



**David Kahn**  
Director, Louisiana State Museum

## LOUISIANA STATE MUSEUM

# Preserving our HISTORY for all to experience

The mission of the Louisiana State Museum is to:

- maintain a statewide network of facilities accredited by the American Association of Museums;
- to collect, preserve and interpret buildings, documents and artifacts that reveal Louisiana's history and culture;
- and to present those items using both traditional and innovative technology to educate, enlighten and provide enjoyment for the people of Louisiana and the state's many visitors.

The LSM's nationally important collections comprise the largest and broadest extant holdings of fine and decorative arts, historical artifacts and manuscripts documenting several centuries of Louisiana history and culture. There are approximately 450,000 artifacts, 200,000 manuscripts and 50,000 books. The collections embody the contributions of the diverse cultures that have shaped the state (including Cajun, Creole, African American, Native American, Isleno, Caribbean, German, Irish, Italian, Czech, Croatian, Vietnamese and Spanish) and are crucial to understanding the unique traditions and cultural legacy of Louisiana and the Gulf South.

Since Hurricane Katrina the LSM has been working steadily to reopen its New Orleans facilities, rebuild its staff and bring back to New Orleans the approximately one-half of its vast collection that had to be evacuated from the city.

The flagship Cabildo, reopened in FY 2005-2006, was joined by the Presbytere, which reopened in the fall of 2006. Visitation at both the Cabildo and the Presbytere has reached 40 percent of pre-Katrina levels, a remarkable comeback.

Work on the Old U.S. Mint, damaged during Katrina, continued throughout the year. The grounds were ready to host both French Quarter



*Visitors at the Louisiana State Museum in Baton Rouge.*

Fest and Satchmo Summerfest; the Mint as well as Madame John's Legacy and the 1850 House were expected to open to the public on at least a limited basis by July 1, 2007.

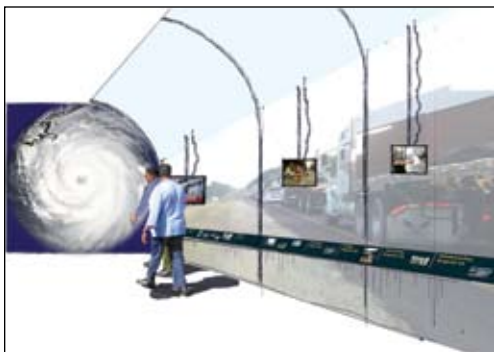
### LOUISIANA STATE MUSEUM – BATON ROUGE

The opening of a new 70,000-square-foot museum facility in Baton Rouge in early 2006 was one of the most important accomplishments in the history of the century-old LSM system. The Baton Rouge branch includes 33,000 square feet of exhibitions that document the history of the entire state and its people. The building has become a popular place not only to visit, but to hold parties and other private events.

### NATIONAL GEOGRAPHIC PARTNERSHIP

The Office of the Lt. Governor partnered with *National Geographic* magazine to bring a world-class exhibit to Louisiana and draw international





*Slated to open in 2008, the Hurricane Katrina exhibit will tell the story of the worst natural disaster in American history.*

attention to our culture. Through this partnership, the piano of Louisiana rock 'n' roll legend Fats Domino was restored and will be on permanent display at the state museum.

This partnership also enabled Louisiana high school students to take part in *National Geographic's* PHOTO CAMP 2006, a photography workshop program in which students, mentored by a *National Geographic* photographer, go on assignment to document their communities. The exhibit features poignant images of the Louisiana recovery.

#### **PARTNERING WITH THE GETTY FOUNDATION**

The Office of the Lt. Governor partnered with the Getty Foundation to secure funding to develop an exhibition master plan for Louisiana State Museum properties. Taking an entrepreneurial and innovative approach, the museum will plan based on audience research and the latest interactive techniques.

This major \$220,000 grant will be used to develop a new exhibition master plan for the LSM's French Quarter facilities. The exhibition design firm Cambridge & Associates was hired to develop the plan, which will provide a blueprint for the development of new exhibitions for the LSM's New Orleans facilities over the next three to five years. The new exhibitions are expected to make the LSM a more exciting place to visit and to help draw additional tourists and residents of Louisiana to the French Quarter.

#### **DEVELOPING HURRICANE KATRINA EXHIBIT**

Work was advanced on a major new permanent exhibition on the subject of Hurricane Katrina. Scheduled to open at the Presbytere in early 2008, the exhibition is being developed

by a team of exhibition and media designers assisted by 20 historians and scientists as well as a community advisory committee.

#### **AUDIENCE RESEARCH**

For the first time in its history the LSM has commissioned a consultant to carry out consumer research to help inform the institution's exhibition development process. People, Places & Design Research, which specializes in conducting audience research for museums and other cultural institutions, carried out intercept and focus group interviews for the museum in New Orleans, Atlanta and Houston. The research will help guarantee that future exhibitions and related programs address visitor needs and interests.

#### **CONSERVATION EFFORTS**

Work on the LSM's first long-range collection conservation plan was initiated with the help of the Williamstown Art Conservation Center. The plan will establish a framework for addressing the conservation needs of the LSM's vast collections, making sure that they will be preserved for the enjoyment of future generations of Louisiana citizens.

A \$368,511 grant was obtained from the prestigious National Endowment for the Humanities to help the LSM improve collection storage. Additional grants were also received from federal and private sources to augment collection care.

#### **PATTERSON AVIATION EXHIBIT**

Design and fabrication was initiated for an interactive, multimedia aviation exhibit for the LSM's new facility in Patterson. The new permanent exhibition is being developed by Whirlwind Inc., a leading exhibition designer, and will open in the fall of 2007. The exhibition will feature an exciting multimedia sound and light show that will star the museum's collection of vintage aircraft. ♣



*A new permanent aviation exhibition is being developed in Patterson.*

### **TRAVELING EXHIBITS**

**The Art of Jazz**

**The Art and Social Commentary of Clementine Hunter**

**The Faces of Rural Louisiana: Through the Lens, 1890-1940**

**Literary Louisiana**

**America's Best Buy: The Louisiana Purchase**

**So Much More than Just a Map**

**The World Will Move: Civil Rights and Transportation in Louisiana, 1860s-1950s**

**Edward Douglass White: Louisiana's U.S. Supreme Court Justice**



**Rebecca Hamilton**  
State Librarian

## OFFICE OF THE STATE LIBRARY

# Ensuring access to INFORMATION and promoting LITERACY

### GATES GRANTS TO PUBLIC LIBRARIES

- **Rural Sustainability Grants, 2006-2007**

Provides funding to conduct workshops for public library directors and senior staff to enable them to plan for the sustainability of their technology. Emphasis is on strategic planning and advocacy.

- **Gulf Coast Libraries Rebuilding project, 2006-2009**

To be spent between Louisiana and Mississippi libraries impacted by hurricanes Katrina and Rita. Funding provides for temporary facilities, for three-year, replacement hardware and planning grants.

- **Spanish Language Outreach Program, 2007-2008**

Equips public library staff with knowledge and resources to reach out to Spanish speakers in their communities and increase their access to technology.

- **Public Access Computer Hardware Upgrades Grants, 2006-2008**

This funding will allow public libraries to replace all of the original Gates computers (which are now almost eight years old) and to replace any PCs with an operating system of Windows NT or older.

The mission of the State Library of Louisiana is to foster a culture of literacy, promote awareness of our state's rich literary heritage and ensure public access to and preservation of informational, educational, cultural and recreational resources, especially those unique to Louisiana.

More than 30 percent (107 out of 339) of public libraries were destroyed or severely damaged by hurricanes Katrina and Rita. As of July 2006, 22 libraries remained closed. Several parish library systems have temporary buildings or bookmobiles serving as branches until their buildings can be rebuilt.

The Gulf Coast Libraries Project (GCLP) is a three-year initiative to rebuild public libraries, funded by a grant from the Bill and Melinda Gates Foundation. The program is administered by the Southeastern Library Network Inc. (SOLINET).

Temporary facilities are scheduled for Jefferson, Orleans, Plaquemines and St. Bernard parishes. Cameron, Terrebonne and Vermilion parish libraries will receive new bookmobiles to provide library services in areas where branches were destroyed. The State Library will assist these libraries as they plan and build the permanent structures to replace these temporary buildings.

### INTERNET CONNECTIVITY

- Since 1998, the State Library has provided dedicated (not dial-up) Internet access at 333 public library buildings throughout the state. A cooperative partnership between the State Library and individual parish library systems in 2005 allowed bandwidth to be upgraded in many



*Opening a temporary library in Cameron Parish.*

parishes; some libraries increased to as much as 9 Mbps or 12 Mbps. Another planned upgrade in 2007-2008 will enable libraries to keep pace with the increased demands of their patrons for free, responsive Internet access.

- Wireless Internet has been implemented for the general public in a selected site in the State Library.

### LOUISIANA BOOK FESTIVAL

The Louisiana Book Festival presents a world-class, award-winning literary celebration that garners national recognition and reporting. It utilizes and promotes the on-going accomplishments of Louisiana's writers, publishers and others whose missions are driven by books and reading; and creates unique opportunities for Louisianans to experience first-hand the inspiring ideas of Louisiana's writers and the programs and services of Louisiana's literary and literacy organizations.

- In 2006, the Louisiana Book Festival saw record crowds of 12,000 at the Capitol Park area in Baton Rouge. This was a "come-back" year after the Festival was canceled in 2005 due to the hurricanes.

- More than 12,000



*Craft time at the Louisiana Book Festival.*



people attended, enjoying book talks, demonstrations, performances and book-related programs featuring 125 authors, book professionals, storytellers and musicians.

- Target donated \$27,500 to underwrite direct costs of the Young Readers Pavilion and the National Endowment for the Arts contributed \$15,000 to support author travel. Total cash contributions for the two years, excluding government support, exceeded \$140,000.

### SERVICES TO CITIZENS

- State Library staff answered more than 12,000 reference requests from state agencies, state employees, public libraries and from the general public (in and out of state, authors, researchers, media).
- Ask-A-Librarian is now open to anyone who has a question; all email inquiries are handled within one business day.
- The State Library provides an array of informational databases accessible from home or office with a library card from any public library in Louisiana. These online databases contain full-text information from encyclopedias, books, magazines and newspapers on a wide variety of subjects. Approximately 1.2 million searches have been made from 2004 through 2006. The State Library anticipates that 900,000 searches will be made during 2007.

### SERVICES TO PUBLIC LIBRARIES

- The State Library provides an Interlibrary Loan system for all public libraries, including a van delivery service. Interlibrary Loan requests average 105,000 per year.
- In 2006, 88,504 items shipped via delivery service among public libraries. Had these items been sent via regular mail, the cost would have been \$139,000 to the public libraries, many of which are small, under-funded libraries that would not be able to pay the postage.
- The State Library loaned more than 55,000 items to public libraries between January 2004 and March 2007.
- The State Library increased its continuing education programs for public library staff in 2006-07, when 2,600 public library staff attended 106 workshops. This number doubled the number of workshops from 2004-05, and more than tripled the number of workshops in 2005-06.



- By the end of this year, State Library staff expect to answer more than 7,000 inquiries, primarily from public library directors and trustees.

### THE LOUISIANA GUMBO PROJECT: PRESERVATION AND ACCESS TO LOUISIANA CULTURE, HISTORY AND INFORMATION

The Louisiana Gumbo Project: A Recipe for Empowerment is funded by the Institute of Museum and Library Services (IMLS) through a matching \$470,000 National Leadership Grant for Libraries, awarded to the State Library in partnership with the Louisiana State Museum, The Historic New Orleans Collection and LOUIS: The Louisiana Library Network. This project provides electronic access, via digitally scanned images, to important Louisiana historical and cultural material not previously available online.

The State Library's portion of this project includes scanning more than 10,000 photographs and 2,000 print documents from two of the State Library's collections.

### SERVICES TO THE BLIND AND PHYSICALLY HANDICAPPED

- Services for the Blind and Physically Handicapped (SBPH) loans special format books to people of all ages who cannot read standard print material all across the state of Louisiana. The program includes more than 65,000 titles in a broad range of subjects.
- Under the Louisiana Voices Audiobook Program, volunteers record Louisiana-related materials for library patrons who are blind or physically handicapped. Materials are recorded in a studio containing two recording booths, one analog and the other a state-of-the-art digital recording booth and equipment. ♣

“  
With Hurricane Rita, Cameron Parish lost three of our libraries. Today, we have two of those libraries up and running in temporary buildings, with a bookmobile coming in the near future.  
Without help from the State Library of Louisiana, we could not have accomplished what we did. The damage we withstood was overwhelming, but the State Library of Louisiana was right there with us, lending their help and guidance throughout.

**CHARLOTTE TROSCLAIR**  
*Director, Cameron Parish Library*



**Pam Breaux**  
Assistant Secretary of  
Cultural Development

## 2006 GOVERNOR'S ARTS AWARDS RECIPIENTS

Greater New Orleans Youth Orchestra  
*Arts Education, Organization*

Michael Presti  
*Arts Education, Individual*

Swine Palace Productions  
*Arts Organization*

David Middleton  
*Professional Artist*

Carol Fran  
*Folk Artist of The Year*

Roy O. Martin Lumber  
Management, LLC  
*Business/Corporate Support, Large*

OffBeat Magazine  
*Business/Corporate Support, Small*

William Goldring  
*Patron of The Year*

Jonathan Ferrara  
*Leadership in the Arts*

George Rodrigue  
*Lifetime Achievement*

## 2006 Special Recognition Awards

City of Shreveport  
*Cultural Economy Development*

Arts Council of Acadiana/  
Project HEAL  
*Louisiana Rebirth*

## OFFICE OF CULTURAL DEVELOPMENT

# Leveraging our CULTURAL assets

### FUNDING THE ARTS

The Louisiana Division of the Arts, in cooperation with the Louisiana State Arts Council, is the catalyst for participation, education, development and promotion of excellence in the arts.

The following programs awarded 121 applicants more than \$2,091,000:

- The Stabilization Program provides one- and two-year support grants to arts organizations that have made an impact locally, statewide, regionally, nationally or internationally.
- The Capacity Building Program provides financial and technical assistance to artists and nonprofit organizations in an effort to support activities that strengthen their work and help them better fulfill their missions.
- The Artist Services Program provides support for artistic skill development through artist mentoring.
- The Decentralized Arts Funding Program provides a system for funding arts and cultural projects in every parish of the state.
- The Folklife Initiative Fund enables organizations to document their community traditions and folk artists to improve the quality of public programming.

### HISTORIC PRESERVATION

The Division of Historic Preservation's mission is to develop Louisiana's cultural economy, specifically its vital historic architectural setting and legacy of historic buildings and places, as a powerful engine of economic development and profound enhancement of life.

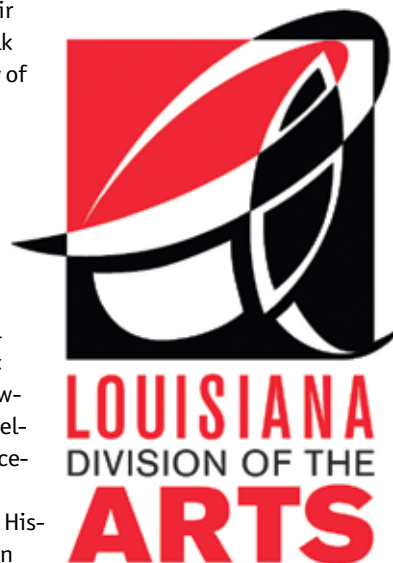
The Division's Main Street Historic Downtown Revitalization

Program hosted the National Trust Main Streets Conference in New Orleans, bringing more than 1,200 historic downtown revitalization professionals, architects and preservationists to the city. Many of the conference attendees assisted the recovery financially and with clean up. This was one of the first national conferences in New Orleans post-Katrina.

Our initiative to develop a meaningful Civil Rights Trail bore more fruit this year. We were successful in obtaining a listing for the Kress Building in Baton Rouge (site of famous lunch counter sit-ins that led to a Supreme Court decision) in the prestigious National Register of Historic Places. This has opened the way for generous federal and state historic preservation tax credits to restore the building. Restoration work is pending, and plans include a commemorative museum.

The Division's federal and state historic preservation tax credit programs leveraged more than \$220 million in private investment in Louisiana historic properties—a major boost for the cultural economy. Moreover, according to Louisiana Economic Development, \$37,000 invested in renovating an existing building yields one construction job. By that measure, it may be estimated that this investment created more than 5,900 construction jobs in the state's economy.

This year we were also successful in streamlining the Section 106 Environmental Review procedure to provide rapidly expedited review for federal hurricane relief and recovery. Indeed, we cut the normal 30-day turnaround time to as little as two or three days—another example of lean and efficient operation.





*By increasing our investments in 24 rural Main Street communities across Louisiana, we've reduced blight and leveraged private investments in small towns.*



### LOUISIANA ARCHAEOLOGY

The Division of Archaeology's mission is to survey, record and preserve Louisiana's archaeological sites and to provide assistance and information about Louisiana's cultural and historic patrimony.

The Division manages four regional archaeologists at Louisiana State University, University of Louisiana-Monroe, University of Louisiana at Lafayette and Northwestern State University.

They identify, record and help protect archaeological sites by working with landowners and make presentations to various groups in order to make the public more aware of Louisiana's rich archaeological heritage.

The Division manages a station archaeologist at the Poverty Point State Historic Site, a National Historic Landmark that we recently nominated to the United States World Heritage Tentative List.

The Division is coordinating the Louisiana Ancient Mounds Trail, which is identifying and promoting the state's Indian mound and earth-work sites. The Division is currently working on printing a driving trail guide for this outstanding network of 40 well-preserved and visible Indian mound sites. This guide will promote these mound sites, emphasizing the interaction of history, ecology and culture during the past 5,000 years, and providing unique educational and tourism experiences.

### THE FRENCH CONNECTION

The Louisiana Legislature created the Council for the Development of French in Louisiana (CODOFIL) in the summer of 1968 "to do any and all things necessary to accomplish the development, utilization and preservation of the French language as found in the State of Louisiana for the cultural, economic and touristic benefit of the State."

It consists of a 50-member board and a chairman named by the governor and approved by the Senate.

Initiatives include:

- In 2006-2007, we brought in 73 new teachers from France, Canada and Belgium
- We helped launch the first South Louisiana Blackpot Festival and Cook-off Nov. 10 and 11, 2006, at Acadian Village in Lafayette. This festival featured many talented musicians, a cook-off and camping. ♣

The Division's federal and state historic preservation tax credit programs leveraged more than \$220 million in private investment in Louisiana historic properties—a major boost for the cultural economy.





**Brooke Smith**  
Executive Director  
Louisiana Serve Commission

## AMERICORPS GRANTEES, 2006-2007

America's Wetland  
Conservation Corps\*  
Boys & Girls Club of Greater Baton Rouge  
Catholic Charities New Orleans/  
Cornerstone Builders\*  
City Year Louisiana  
Greater Baton Rouge Youth Sports/  
Bob Morgan Athletics  
Hands On New Orleans\*  
Impact Lake Charles  
Jumpstart  
Louisiana Delta Service Corps  
Louisiana HIPPO Corps2  
Operation REACH\*  
Serve, Educate, and Empower  
(SEE) West Monroe  
Shreveport Green/ShrevCorps  
Southwest Louisiana Area  
Health Education Center  
Teach for America  
Trinity Christian Community  
University of Louisiana  
at Lafayette AmeriCorps

TOTAL AMOUNT AWARDED  
IN FY 07 ..... **\$7,742,167**

*\*Awards represent funding for  
three AmeriCorps program years*

## LOUISIANA SERVE COMMISSION

# Promoting the spirit of SERVICE

*AmeriCorps members in Shreveport  
build houses for citizens displaced  
by the hurricanes.*



In 1993, the Louisiana Serve Commission was established in the Office of the Lt. Governor to rekindle the spirit of service and citizenship among the citizens of Louisiana.

The Louisiana Serve Commission envisions a future where the people of Louisiana are inspired to serve and are actively engaged in improving the quality of life for their fellow citizens. The Louisiana Serve Commission's mission is to build and sustain high-quality programs that meet the needs of Louisiana's citizens and promote an

ethic of service.

The Louisiana Serve Commission receives funding from national partners including the Corporation for National and Community Service and the Points of Light Foundation.

The purpose of the Commission is:

- to encourage community service as a means of community and state problem-solving;
- to develop a long-term, comprehensive vision and plan for action for community service initiatives in Louisiana;
- to act as the state's policymaking body for

[www.volunteerlouisiana.gov](http://www.volunteerlouisiana.gov)

LOUISIANA  
**REBIRTH**  
Empowering the Heart of America

1-800-Volunteer.org Part of the 1-800-Volunteer.org national network.

Log In | Create Account

the Corporation for National and Community Service; and

- to serve as the state's liaison to other national and state organizations which support its mission.

### **VOLUNTEERLOUISIANA.GOV**

The Louisiana Serve Commission launched a statewide online volunteer portal: [www.volunteerlouisiana.gov](http://www.volunteerlouisiana.gov). This initiative was made possible through a partnership with the Points of Light Foundation, the Governor's Office, the Board of Regents and the Louisiana Association of Volunteer Center Directors.

The Web site connects in-state and out-of-state volunteers with service opportunities across Louisiana. Since the launch, the Web site has helped more than 10,000 volunteers find an opportunity to serve with one of the more than 250 registered volunteer organizations.

The Louisiana Serve Commission facilitates daily requests by corporations, conference groups, families and individuals who wish to serve with a volunteer organization in Louisiana. The Louisiana Serve Commission works with Louisiana's nonprofits, convention & visitors bureaus and volunteer centers to create a meaningful experience for the voluntourist.

### **LOUISIANA VOLUNTEER SERVICE AWARDS**

The Lt. Governor has launched the Louisiana Volunteer Service Awards to recognize the outstanding contributions of Louisiana citizens in helping to make the state a better place in which to live, to work and to raise a family.

### **THE AMERICORPS STORY**

- In 2006-2007, the Louisiana Serve Commission awarded a total of \$7.7 million in AmeriCorps grants to 17 community-based programs serving 32 parishes in Louisiana.

- AmeriCorps grants support 17 local service programs that have been meeting Louisiana's critical community needs in the areas of disaster recovery, environment, education and human needs.

- AmeriCorps programs connect Louisianans of all ages and backgrounds with opportunities to give back to their communities. More than 600 AmeriCorps members served more than 350,000 volunteer hours in Louisiana in 2006-2007.

- More than 35,000 national service participants contributed more than 1.6 million hours of volunteer service during the first year of hurricane relief and recovery efforts along the Gulf Coast.

### **LEARN & SERVE ACROSS LOUISIANA**

- In 2006-2007, the Louisiana Serve Commission awarded a total of \$210,300 in Learn and Serve grants to 45 service-learning programs in 30 schools across 14 parishes in Louisiana.

- Service-learning is a method of teaching that combines academic classroom curriculum with meaningful service, frequently youth service, throughout the community.

- An estimated 4,290 K-12 students benefited from participation in a service-learning program and contributed more than 100,000 hours of service to their communities.

### **LOUISIANA SERVE COMMISSIONERS**

Twelve new commissioners were appointed to the Louisiana Serve Commission in January 2007. Mr. Charles A. Riddle III of Avoyelles Parish was elected the new chair of the commission.

#### ***Ex-Officio Members***

Gov. Kathleen Babineaux Blanco  
Lt. Governor Mitch Landrieu  
Department of Education, Patrick Dobard  
CNCS State Director, Pamela Olson

#### ***Voting Members***

Lynda Anthony, Shreveport  
Kari Brummett, DeQuincy  
Alvin Cavalier, Baton Rouge  
Cade Cole, New Orleans  
Ann Duplessis, New Orleans - Treasurer  
Sibal Holt, Alexandria  
Raymond Jetson, Baton Rouge  
Begoña Landry, Covington  
Helen Lewis, Lake Charles - Vice Chair  
David Martin, Baton Rouge -  
Immediate Past Chair  
A. Carter Mills, Choudrant  
Camm Morton, Baton Rouge  
Glenda Parks, Baton Rouge  
Charles A. Riddle III, Marksville - Chair  
James Colorado Robertson, Amite  
Caroline E. Roemer, New Orleans  
Andrea Shyne, Baton Rouge  
Minette Denise Thornton,  
New Orleans - Secretary ♣

“

**The volunteer portal, [www.volunteerlouisiana.gov](http://www.volunteerlouisiana.gov), has positively impacted the ability of our volunteer center to respond to the needs of the nonprofits in our community.**

**The system has been particularly invaluable since the storms of 2005. It allows volunteers from across the nation to view our opportunities for service and allows us to communicate 24 hours a day with them. Since many volunteers are coming from outside the state to help in our recovery, [www.volunteerlouisiana.gov](http://www.volunteerlouisiana.gov) has given us unprecedented access to these volunteers.**

#### **BEVERLY S. MCCORMICK**

*Executive Director,  
Volunteer Center of  
Southwest Louisiana, Inc.*

”



**Heather Reggio**  
Executive Director  
Louisiana Retirement  
Development Commission

## LOUISIANA RETIREMENT DEVELOPMENT COMMISSION

# Promoting our state as a great place to RETIRE

The mission of the Louisiana Retirement Development Commission is to develop and market Louisiana as a preferred choice for retirement to pre-retiring and retired individuals in an effort to retain and attract retirees while enhancing communities and improving the economic climate statewide.

The Commission is guided by strategic priorities as defined in the strategic plan approved in May 2006. The plan focuses on three priorities: education, marketing and development support.

Since 2004, the Office of Lt. Governor has reviewed and assessed the structure and function of the Commission, received the Governor's appointment of the 11 members recommended by the Lieutenant Governor, approved a strategic plan, adopted a program to recognize retiree-friendly areas of the state and successfully launched this program throughout Louisiana.

### RETIRE LOUISIANA

In October 2006, the Commission adopted the comprehensive program design for the *Redefine Life. Retire in Louisiana. Certified Retirement Community* program. The structure for this program is a collaborative model that includes the Commission and a collection of participating Louisiana communities committed to promoting their areas as retirement destinations.

The communities selected include the cities of :

- Covington
- Crowley
- Lake Charles

• Thibodaux  
Parishes selected for retirement certification are:

- St. Landry
- Natchitoches
- Jefferson

The selected communities receive inclusion in state-level marketing efforts, technical assistance, networking opportunities and funding to support the program. Matching grants of \$10,000 will be awarded to seven communities during the first year. The funding supports the requirements of a participating community: strategic and annual action plans, marketing efforts, a community forum event and final report submission.

During January and February 2007, the program description and application guidelines were distributed and reviewed with 190 attendees representing 76 cities. 19 applications were received for the *Redefine Life. Retire in Louisiana Certified. Retirement Community* program. ♣

### The Commission is composed of the following 11 members appointed by the Governor:

Wes Burdine

*Lt. Governor's Designee*

Secretary Angèle Davis

*Department of Culture,  
Recreation and Tourism*

Rev. Lois Dejean

*Governor's Designee*

Chair Ed Dranguet

*Crossroads Region*

Sen. Lydia Jackson

*President of Senate Designee*

Carol LeBlanc

*Cajun Country Region*

Mayor Jamie Mayo

*Sportsman's Paradise Region*

Sherri McConnell

*Plantation Country Region*

Secretary Michael Olivier

*Louisiana Economic  
Development*

Betty Stewart

*Greater New Orleans Region*

Rep. Diane Winston

*Speaker of the House Designee*



We are marketing our state's retiree-friendly assets nationwide. U.S. News and World Report chose Natchitoches in its top-ten places to retire without breaking the bank.



# Great **GOLF**, among other things

Created in 2001, the Audubon Golf Trail is organized for the purpose of stimulating economic development, enhancing tourism, attracting new residents and retirees to the state and elevating the quality of life experience in Louisiana. To be a member of the Audubon Golf Trail, each course must meet a strict set of criteria and high standards to ensure the quality of the Trail.

Named for naturalist/artist John James Audubon, all courses on the trail are members of the Audubon Cooperative Sanctuary for golf courses, a program dedicated to protecting the environment and preserving the natural heritage of the game of golf.

The marketing strategy, "Great Golf, Among Other Things," encourages visitors to come for premier golf and stay for Louisiana's rich culture, its soulful jazz, spicy Cajun and Creole cuisine, scenic bayous and sportsman opportunities.

Starting with six charter courses the first year, the Audubon Golf Trail has grown to 12 courses for 2007. Joining the Trail in July 2007 will be The Wetlands in Lafayette, bringing the total to 13.

Black Bear Golf Course in Delhi opened July 1, 2006, as the only state-owned and operated facility. It has become the site of the Audubon Golf Trail headquarters.

## PGA TOUR ZURICH CLASSIC

The TPC Louisiana hosted the state's only PGA Tour event—the Zurich Classic of New Orleans—in 2005 and in 2007. Research shows that in 2005 more than 150,000 visitors flocked to Louisiana for this PGA Tour event, making an estimated economic impact of more than \$23 million.

## COURSES EARN NATIONAL RECOGNITION

- Gray Plantation was voted #3 in the nation in *Golf Magazine's* top 50 courses with greens fees under \$50.

- Gray Plantation was voted #88 in the nation in *Golf Digest's* Top 100 Public Courses in 2007.

- Designed by renowned architect Pete Dye with PGA Tour consultants Steve Elkington and New Orleans native Kelly Gibson, the TPC of Louisiana has recently been voted #4 Best New Course in the nation by *Golf Digest*.

- TPC Louisiana also received 4.5 stars in *Golf Digest's* Places to Play rankings.

- Carter Plantation, designed by PGA Champion and Louisiana native David Toms, received wonderful accolades for 2004. It was voted Top 10 Best New Courses by *Golf Magazine*. With its distinctive Louisiana landscapes of live oaks, cypress wetlands and upland pine, Carter Plantation is best known for its outstanding customer service.

- Audubon Park in New Orleans was recognized by *Golf Digest's* "Best Places to Play" rankings with 4.5 of 5 stars.

- Cypress Bend Resort in Many was recognized with 4 of 5 stars. These rankings are inspired by reader responses recognizing the quality of both courses.

- Each year Olde Oaks Golf Club hosts the Hal Sutton and David Toms Christus Shumpert Charity Golf event. With the help of 20 PGA Tour professionals, including seven of the 12 2006 Ryder Cup members, the event raised significant finances to assist the building of the Children's Hospital.

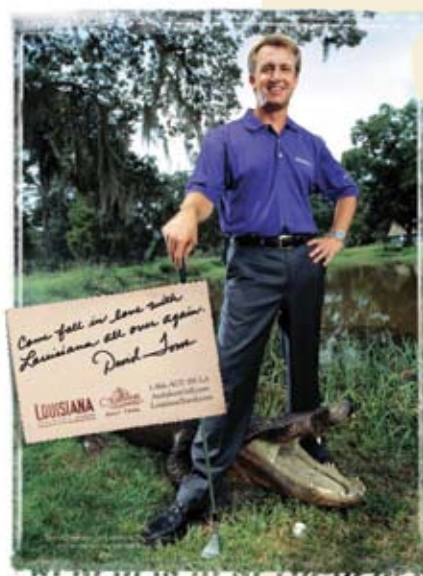
- The new course, Atchafalaya at Idlewild in Patterson, was voted #5 in the nation by *Golf Digest* in the Best New Course category. ♣



**Eric Kaspar**  
Executive Director  
Audubon Golf Trail

## AUDUBON GOLF TRAIL MEMBER COURSES INCLUDE:

- Atchafalaya at Idlewild in Patterson
- Gray Plantation in Lake Charles
- Cypress Bend in Many
- Olde Oaks in Shreveport
- Calvert Crossing in Marksville
- The Island in Plaquemine
- Carter Plantation in Springfield
- TPC Louisiana in New Orleans
- OakWing in Alexandria
- Audubon Park Executive Golf Club in historic New Orleans
- Black Bear Golf Course in Delhi



## APPENDIX 1 ASSETS

### WELCOME CENTER CONSUMER INQUIRY

P.O. Box 94291  
or  
1051 N. 3rd St. 70802  
Baton Rouge, LA 70804-9291  
Phone: 225/342-8214  
E-mail: patsydauid@crt.state.la.us

## LOUISIANA WELCOME CENTERS

### GREENWOOD, I-20

#### EASTBOUND

9945 I-20 West  
Greenwood, LA 71033-0207  
Phone: 318/938-5613  
E-mail: green\_rc@crt.state.la.us

### VINTON, I-10 EASTBOUND

6212 West I-10  
Vinton, LA 70668-0278  
Phone: 337/589-7774  
E-mail: vinton@crt.state.la.us

### MOUND, I-20 WESTBOUND

836 I-20 West  
Tallulah, LA 71282-1312  
Phone: 318/574-5674  
E-mail: mound@crt.state.la.us

### SLIDELL, I-10 WESTBOUND

41300 Crawford Landing Road  
Slidell, LA 70461  
Phone: 985/646-6426  
E-mail: slidell\_rc@crt.state.la.us

### NEW ORLEANS

529 St. Ann St.  
New Orleans, LA 70116  
Phone: 504/568-5661;  
504/568-5662  
E-mail: neworleans@crt.state.la.us

### STATE CAPITOL

900 N. 3rd St.  
Baton Rouge, LA 70804-9291  
Phone: 225/342-7317  
E-mail: statecapitol\_wc@crt.state.la.us

### PEARL RIVER

61441 I-59 South  
Pearl River, LA 70452  
Phone: 985/646-6450  
E-mail: pearlriver@crt.state.la.us

### VIDALIA

1401 Carter St. (Hwy. 84)  
Vidalia, LA 71373  
Phone: 318/336-7008  
E-mail: vidalia@crt.state.la.us

### I-49 WELCOME CENTER

7050 Hwy. 1 North  
Boyce, LA 71409-0549  
Phone: 318/767-6000  
E-mail: alexandria@crt.state.la.us

### U.S. 61 ST. FRANCISVILLE

14869 U.S. Highway 61  
St. Francisville, LA 70775  
Phone: 225/635-6962  
E-mail: stfrancisville@crt.state.la.us

### KENTWOOD, I-55

77479 I-55 South  
Kentwood, LA 70444  
Phone: 985/229-8338;  
985/229-9544  
E-mail: kentwood@crt.state.la.us

### ATCHAFALAYA WELCOME CENTER

1934 Atchafalaya River Highway  
Breaux Bridge, LA 70517  
Phone: 337/228-1094  
E-mail: atchafalayawc@crt.state.la.us

## STATE PARKS AND HISTORIC SITES

### AUDUBON STATE HISTORIC SITE

*West Feliciana Parish, La. 965 near St. Francisville.* Site of Oakley Plantation House, where artist-naturalist John James Audubon created many of his famous bird paintings. Restored as a museum containing Audubon memorabilia. National Register of Historic Places.

### BAYOU SEGNETTE STATE PARK

*7777 Westbank Expressway, Westwego.* 580-acre park includes large boat launch, vacation cabins, camping area, group camp, picnic area and wave pool.

### CENTENARY STATE HISTORIC SITE

*3522 College Street, Jackson, East Feliciana Parish.* Site includes the West Wing Dormitory and Professor's Residence of the state's original Centenary College, as well as the history of education in Louisiana.

### CHEMIN-A-HAUT STATE PARK

*14656 State Park Road, 10 miles north of Bastrop, Morehouse Parish.* 503-acre park located at intersection of Bayous Chemin-A-Haut and Bartholomew. Lake, freshwater fishing, cabins, camping area, swimming pool, playground.

### CHICOT STATE PARK,

*3469 Chicot Park Road  
7 miles north of Ville Platte, Evangeline Parish.* 6,162-acre park features large rolling hills surrounding a 2,000-acre artificial lake, stocked with fishes such as bream, bass and crappie. Two camping areas, fully equipped cabins and one group camp. Day-use facilities include picnic sites, hiking trail, conference center and swimming pool.

### CYPREMORT POINT STATE PARK

*306 Beach Lane, Cypermort Point, Iberia and St. Mary Parishes.* Access to Gulf of Mexico. Man-made beach, located in the heart of a natural marsh, offers fresh and salt-water fishing and most seashore recreation opportunities. Picnic sites available.

### FAIRVIEW-RIVERSIDE STATE PARK

*Madisonville, St. Tammany Parish.* Consists of 99 acres of picturesque, moss-draped oaks and woodlands near the banks of the Tchefuncte River. Facilities include 81 improved campsites on shaded pads, day-use area with picnic shelters, rest rooms and playground. Site includes Otis House, an 1880s structure listed on the National Register of Historic Places.

### FONTAINEBLEAU STATE PARK

*St. Tammany Parish.* Embraces over 2,809 acres on the north shore of Lake Pontchartrain. Popular assets include ruins of a plantation brickyard and sugar mill and an alley of live oaks lining the entrance road. Offers nature trail, swimming, fishing, camping and picnicking.

### FORT JESUP STATE HISTORIC SITE

*32 Geoghagan Road, six miles east of Many, Sabine Parish.* Site features an original kitchen/mess building and a museum. The site was selected by Zachary Taylor in 1822 and the fort existed for 26 years as one of the strongest garrisons in Louisiana. National Historic Landmark.

### FORT PIKE STATE HISTORIC SITE

*New Orleans.* Fort was constructed shortly after the War of 1812 to defend navigational channels leading into New Orleans. Museum exhibits numerous artifacts. National Register of Historic Places.

### FORT ST. JEAN BAPTISTE STATE HISTORIC SITE

*130 Moreau Street, Natchitoches.* Reconstructed facility is an exact replica of the fort as it existed in 1732. Includes a long barracks building, small warehouse, chapel, mess hall and several Indian huts. Park personnel wear period dress as part of the interpretive program.

### GRAND ISLE EAST STATE PARK

*Grand Isle, Jefferson Parish.* Access to Gulf of Mexico. Beach and fishing jetties afford seashore recreation opportunities. 400-foot fishing pier built out over the water offers day/night fishing. Picnicking, camping.

### JIMMIE DAVIS STATE PARK

*State Road 1209, Chatham, Jackson Parish.* Situated amid rolling woodlands on a 5,000-acre reservoir; offers overnight cabin accommodations as well as fishing, camping, picnicking, boat launches, a fishing pier and swimming beach.

### LAKE BISTINEAU STATE PARK

*Webster Parish, near Doyline.* Beautiful 750-acre park set in the heart of a pine forest. Cabins, two group camps, 67 campsites, 150 picnic sites and two swimming pools.

### LAKE BRUIN STATE PARK

*St. Joseph, Tensas Parish.* Park takes its name from the adjacent natural oxbow lake and features a magnificent cypress growth along the shore. Water skiing, boating, swimming, picnic sites and campsites.

### LAKE CLAIBORNE STATE PARK

*Claiborne Parish.* Some 620 acres of woodland touching the shores around a 6,400-acre lake. Rental boats and several boat landings available. Designated swimming area, picnic sites, vacation cabins and campsites.

### LAKE D'ARBONNE STATE PARK

*Farmerville.* 655-acre site; fishing and water sports on a 15,000-acre man-made lake. Facilities include 17 cabins, 2 lodges, 65 campsites, two fishing piers, boat launch, day-use area.

### LAKE FAUSSE POINTE STATE PARK

*West Atchafalaya Protection Levee Road about 18 miles east of St. Martinville, at the edge of the Atchafalaya Basin.* Camping, vacation cabins, hiking, boating, picnicking and fishing.

### LOCUST GROVE STATE HISTORIC SITE

*West Feliciana Parish off U.S. 61.* Burial site for Sarah Knox Taylor, wife of Jefferson Davis, and General Eleazar W. Ripley.

### LONGFELLOW-EVANGELINE STATE HISTORIC SITE

*St. Martinville.* Developments center around an Acadian house of mid-19th century and its kitchen-garden. Also of note is the Acadian craft shop. 157-acre park and its structures interpret the history of the early French settlers of Louisiana. National Historic Landmark.

### LOS ADAES STATE HISTORIC SITE

*Natchitoches Parish.* Originally built in 1721, the fort protected Spanish territory from the French. An important archaeological site, Los Adaes is a National Historic Landmark.

### LOUISIANA STATE ARBORETUM PRESERVATION AREA

*4213 Chicot Park Road, north of Ville Platte, Evangeline Parish.* 301-acre facility features several miles of nature trails with more than 100 species of labeled plant life native to Louisiana.

### MANSFIELD STATE HISTORIC SITE

*15149 Highway 175, Mansfield.* Site of the most important battle of the Civil War fought west of the Mississippi. Museum noted for its variety of military artifacts. The interpretive program explains how the badly outnumbered rebels defeated the Union army, ending the Red River Campaign. National Register of Historic Places.



#### MARKSVILLE STATE HISTORIC SITE

837 Martin Luther King Drive, Marksville. The park area is of great archaeological significance due to the discovery of buried evidence of an Indian culture which flourished some 2,000 years ago. Prehistoric Indian mounds located on a bluff overlooking Old River. Interpretive program and museum. National Historic Landmark.

#### NORTH TOLEDO BEND STATE PARK

Zwolle, Sabine Parish. Situated in the rolling pine forests bordering Toledo Bend Reservoir, one of the country's prime fishing lakes, the park features camping, fishing, hiking, picnicking, vacation cabins, group camp, swimming pool.

#### PLAQUEMINE LOCK STATE HISTORIC SITE

57735 Main Street, Plaquemine, Iberville Parish. Built in 1909, the lock allowed passage between Mississippi River and Bayou Plaquemine.

#### PORT HUDSON STATE HISTORIC SITE

U.S. Highway 61, 14 miles north of Baton Rouge. 643-acre site includes original Civil War earthworks, site of the 1863 siege of Port Hudson, a struggle for control of the Mississippi River. Museum, outdoor displays, viewing towers, picnic area, and over six miles of walking trails. National Historic Landmark.

#### POVERTY POINT STATE HISTORIC SITE

Epps. Site of the earliest culture yet discovered in the Mississippi Valley. Dated between 1700 and 700 B.C., this 400-acre site is said to be among the most significant archaeological finds in the country. Interpretive museum and guided tours. National Historic Landmark.

#### POVERTY POINT RESERVOIR STATE PARK

Delhi. Marina and beach area, along with a fully-stocked man-made lake. Four lodges for overnight visitors. A mound system, approximately 2,000 years old, also offers archaeological interpretation opportunities.

#### REBEL STATE HISTORIC SITE

Natchitoches Parish. Features the Louisiana Country Music Museum, which explores the development of country music in Louisiana. Also on site are an amphitheatre where performances are held periodically, and a picnic area.

#### ROSEDOWN PLANTATION STATE HISTORIC SITE

St. Francisville. Site includes 14 historic buildings along with the main house, including many original furnishings.

#### ST. BERNARD STATE PARK

St. Bernard Parish. 358-acre park is a convenient stop-off point for Chalmette National Historic Park and the city of New Orleans. Camping and picnic facilities available.

#### SAM HOUSTON JONES STATE PARK

Calcasieu Parish. 1,087-acre tract featuring camping areas, vacation cabins, boating, fishing, picnic areas and nature trails. Nature interpretive programs during summer.

#### SOUTH TOLEDO BEND STATE PARK

Located on the southern tip of the Toledo Bend Reservoir along La 191. Overnight cabin and campsite accommodations. Other amenities include boat launch, visitor/interpretive center, meeting room and swimming beach. Nature trail allows visitors to stroll through woods of western Louisiana.

#### TICKFAW STATE PARK

27225 Patterson Road, Livingston Parish. Nature-based recreational site on the Tickfaw River, offering nature center with boardwalks, trails and pavilions, cabins, camping, picnicking, canoe launch, and environmental programs.

#### WINTER QUARTERS STATE HISTORIC SITE

Newellton. Antebellum plantation home on the shore of Lake St. Joseph; guided tours and special events. One of the few properties to survive the Civil War intact, now on the National Register of Historic Places.

## LOUISIANA STATE MUSEUM PROPERTIES

#### THE ARSENAL

701 Chartres Street, New Orleans  
Designed by noted American architect James Dakin, this landmark dates from 1839. Exhibitions: "Freshly Brewed: The Coffee Trade and the Port of New Orleans"; "Louisiana and the Mighty Mississippi River"

#### THE CABILDO

701 Chartres Street, on Jackson Square, New Orleans. The site of the Louisiana Purchase Transfer, the Cabildo was constructed from 1795-99. Beginning with European settlers' encounters with Native Americans and progressing through the Civil War, exhibits trace Louisiana's past from a people-oriented perspective.

#### THE 1850 HOUSE

523 St. Ann Street, on Jackson Square, New Orleans. It was in 1850 that the Baroness Pontalba first opened the doors of the two magnificent rowhouse structures on what is now Jackson Square. The Museum has re-created what one of the townhomes would have looked like during the antebellum era.

#### MADAME JOHN'S LEGACY

632 Dumaine St., New Orleans  
A rare example of French Creole colonial home design, Madame John's Legacy is one of the few remaining West Indies-style buildings in the Mississippi Valley. Exhibitions: "Goin' Cross My Mind: Contemporary Self-Taught Artists of Louisiana"; "Madame John's Legacy."

#### THE OLD U.S. MINT

400 Esplanade Ave., New Orleans  
The only building in America to have served both as a U.S. and Confederate Mint, this landmark was constructed in 1835 during the presidency of Andrew Jackson. Exhibitions: "New Orleans Jazz"; "Newcomb Pottery and Crafts"; "The United States Mint, New Orleans: Its History and Operations"; Louisiana's Junior Duck Stamp Art Competition.

#### LOUISIANA STATE MUSEUM - PATTERSON

394 Airport Circle  
At the Wedell-Williams Museum, Louisiana's flight heritage is chronicled through aircraft, artifacts and memorabilia.

#### LOUISIANA STATE MUSEUM

- Baton Rouge  
660 N. 4th St., Baton Rouge  
The Baton Rouge museum holds two exhibitions, "Grounds for Greatness: Louisiana and the Nation" and "The Louisiana Experience: Discovering the Soul of America." The Capitol Park location also features a changing exhibit gallery and a multipurpose space for educational programs.

#### E.D. WHITE HISTORIC SITE

2295 La. Hwy. 1, Thibodaux  
The E.D. White Historic Site, home of Edward Douglass White, is now officially open to the public. The new museum houses a permanent exhibit about life along Bayou Lafourche, the continuing story of the sugar industry, and the story of the role the White family played in Louisiana history.

## 2006-2007 BUDGET

### DEPARTMENT OF CULTURE, RECREATION AND TOURISM INITIAL OPERATING BUDGET FISCAL YEAR 2006-2007

MEANS OF FINANCING	BUDGETED 2006-2007
State General Fund	58,912,278
Interagency Transfers	1,012,825
Self-Generated	20,292,994
Statutory Dedications	1,020,000
Federal Funds	6,849,649
<b>TOTAL MEANS OF FINANCING</b>	<b>88,087,746</b>
<b>EXPENDITURES</b>	
Salaries	22,995,223
Other Compensation	2,701,832
Related Benefits	8,165,017
<b>TOTAL PERSONAL SERVICES</b>	<b>33,862,072</b>
Travel	336,335
Operating Services	9,135,655
Supplies	3,097,517
<b>TOTAL OPERATING EXPENSES</b>	<b>12,569,507</b>
Professional Services	8,000,919
Other Charges	27,039,034
Interagency Transfers	4,939,607
<b>TOTAL OTHER CHARGES</b>	<b>31,978,641</b>
Acquisitions	1,654,107
Major Repairs	22,500
<b>TOTAL ACQUISITIONS &amp; MAJOR REPAIRS</b>	<b>1,676,607</b>
<b>TOTAL EXPENDITURES</b>	<b>88,087,746</b>
<b>AUTHORIZED POSITIONS:</b>	
Classified	761
Unclassified	12
<b>TOTAL AUTHORIZED POSITIONS</b>	<b>773</b>

### OFFICE OF THE LIEUTENANT GOVERNOR INITIAL OPERATING BUDGET FISCAL YEAR 2006-2007

MEANS OF FINANCING	BUDGETED 2006-2007
State General Fund	1,398,591
Interagency Transfers	675,579
Self-Generated	85,000
Statutory Dedications	
Federal Funds	3,328,330
<b>TOTAL MEANS OF FINANCING</b>	<b>5,487,500</b>
<b>EXPENDITURES</b>	
Salaries	811,338
Other Compensation	53,428
Related Benefits	270,163
<b>TOTAL PERSONAL SERVICES</b>	<b>1,134,929</b>
Travel	18,930
Operating Services	58,603
Supplies	21,775
<b>TOTAL OPERATING EXPENSES</b>	<b>99,308</b>
Professional Services	25,000
Other Charges	4,063,388
Interagency Transfers	145,875
<b>TOTAL OTHER CHARGES</b>	<b>4,209,263</b>
Acquisitions	19,000
Major Repairs	0
<b>TOTAL ACQUISITIONS &amp; MAJOR REPAIRS</b>	<b>19,000</b>
<b>TOTAL EXPENDITURES</b>	<b>5,487,500</b>
<b>AUTHORIZED POSITIONS:</b>	
Classified	0
Unclassified	14
<b>TOTAL AUTHORIZED POSITIONS</b>	<b>14</b>

## APPENDIX 2 FINANCIAL REPORT

This public document was published at a cost of \$5.56 per copy by the Louisiana Department of Culture, Recreation and Tourism, P.O. Box 44243, Baton Rouge, LA 70804-4243. Five thousand copies of this public document were published in the first printing at a cost of \$8,600.00.

No further printings or reprintings of this document are planned. This document has been published as an aid to public planning and the State of Louisiana as a whole. This material was published and printed in accordance with the standards of printing by state agencies as established by Louisiana Revised Statute 43:31. The printing of this material was purchased in accordance with the provisions of Title 43 of the Louisiana Revised Statutes.

*Cultural Economy Transform Literacy Audubon Golf Trail Cultural Economy Literacy  
Arts in Education Innovative Louisiana Outdoor Outreach Program Arts in Education Outreach  
World Cultural Economic Forum Tourism World Cultural Economic Forum  
Main Street Initiative Accountable Authentic History Culture Entrepreneurial Economic Forum  
Entrepreneurial Come Fall in Love with Louisiana Citizen Service Come Fall in Love  
Accountable Recreation Innovative Authentic History  
Come Fall in Love*

LOUISIANA OFFICE OF LIEUTENANT GOVERNOR  
MITCHELL J. LANDRIEU

---

DEPARTMENT OF CULTURE  
RECREATION AND TOURISM

---

REPORT OF ACCOMPLISHMENTS  
JULY 2006-JUNE 2007